

FOR *Distinctive*
SOCIALLY CORRECT
MODERN CORRESPONDENCE
 invitations · announcements · regrets
 greetings · congratulations
Use **TELEGRAMS**

WESTERN UNION

W. P. MARSHALL, PRESIDENT

1201

SYMBOLS

DL=Day Letter
 NL=Night Letter
 LT=Int'l Letter Telegram
 VLT=Int'l Victory Ltr.

The time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt STANDARD TIME at point of destination

9-317 NSB395

NS.TSA196 NL PD=TUSCALOOSA ALA 2=

=FRANK SCHOOLEY=

RADIO STATION WILL=UNIVERSITY OF ILLINOIS=URBANA ILL=

=WILL ARRIVE EARLY THURSDAY PLEASE RESERVE ROOM FOR ME THURSDAY
 NIGHT AT THE UNION BUILDING. I WILL PLAN TO LEAVE ON A TRAIN
 OUT OF THERE FRIDAY NIGHT=

:GRAYDON AUSMUS=

TELEPHONE NO. exp 671

TELEPHONED TO EL

1935 JUN 3 AM 8:30

BY lt TO BE del.
 ATTEMPTS
 TO DELIVER

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE



operated with the advice and cooperation of the

Lowell Institute Cooperative Broadcasting Council

BOSTON COLLEGE • BOSTON SYMPHONY ORCHESTRA • BOSTON UNIVERSITY • HARVARD UNIVERSITY
LOWELL INSTITUTE • MASSACHUSETTS INSTITUTE OF TECHNOLOGY • MUSEUM OF FINE ARTS
NEW ENGLAND CONSERVATORY OF MUSIC • NORTHEASTERN UNIVERSITY • TUFTS COLLEGE

PARKER WHEATLEY

Director of the Council and General Manager of Station WGBH

January 6, 1953

Mr. Frank Schooley
Station WILL
University of Illinois
Urbana, Illinois

Dear Frank:

My vote for Skornia and Schooley as per your memo
December 30, 1952.

All other items noted and approved.

My customary best to all of you.

Yours sincerely,

A handwritten signature in dark ink, appearing to read 'Parker Wheatley', enclosed within a circular ink stamp or seal.

Parker Wheatley

PW:ggs

89 7
mc

WGBH • fm Symphony Hall • Boston 15, Massachusetts • KEnmore 6-6522

Member of the National Association of Educational Broadcasters and the National Association of Radio
and Television Broadcasters Transmitter on Great Blue Hill, Milton, Mass. 20,000 Watts ERP

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE REGIONAL DIRECTOR



NAEB

January 5, 1953

Mr. Graydon Ausmus
President, NAEB
119 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Graydon:

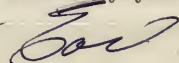
Sorry to be late in getting this to you, Graydon. I have been out of Chapel Hill since just before Christmas.

Although I do not know Harry Scornia personally too well (I have met him only), I believe on the basis of his outstanding work in radio he would do a fine job. Therefore, I vote for him.

I believe also that the arrangement Frank Schooley and Jim Miles have suggested for the interim operation is fine.

My very best wishes for the New Year.

Sincerely yours,



Earl Wynn

W b

Today is
THURSDAY
Tomorrow is
end of week for
many businesses...
FOR ACTION THIS WEEK
TELEGRAPH TODAY

WESTERN UNION

1201

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W. P. MARSHALL, PRESIDENT

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..SA264

S.NB301 14 COLLECT=NEW YORK NY 8 355P=

GRAYDON AUSMUS=

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

UNIVERSITY OF ILLINOIS 119 GREGORY HALL URBANA ILL=

SUGGEST HULL, AUSMUS OR NORTH CAROLINA REPRESENTATIVE AS

FAE TV PROGRAM CENTER REPRESENTATIVE=

ALLEN MILLER=

TELEPHONE NO. _____

TELEPHONED TO _____

1953 JAN 8 PM 3 54

TIME _____

BY _____

ATTEMPTS _____

TO DELIVER _____

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

WILLIAMS WICC
UNIVERSITY OF ILLINOIS

January 10, 1953

TO: Officers and Members of the Board
FROM: Graydon Ausmus

The Executive Committee following suggestions from the entire Board has submitted the names Harold McCarty, George Probst, Burton Paulu, and Graydon Ausmus as the Advisory Committee to the Educational Radio and TV Program Center President. A more detailed letter will follow outlining the thinking of the Executive Committee in making these choices.

For the record

GA:psa

*Thanks for your
very generous & warm
hospitality. Regards to the
family.*

Graydon

Urbana, Illinois
January 12, 1953

Mr. Graydon Ausmus
President, NAEB
WUOA
University of Alabama
University, Alabama

Dear Graydon:

I raise a question about bonding. Presently, the president is bonded for \$10,000 and the treasurer is bonded for \$10,000. Since the president, as such, does not handle the funds, I question whether or not he need be bonded. Second, I question if bond of treasurer should not be raised to \$20,000. In other words, I'd suggest we drop bond on president, and increase bond on treasurer to \$20,000. What do you say? The premium then would remain the same as now -- \$50.

Another aspect, bond is presently written in New York. Unless you believe otherwise, I prefer to change to firm in Champaign-Urbana, and cancel out in New York. My friends might just as well have the pittance as one of Sy's in New York.

Your memo on Advisory Board of four received. FYI, I talked with Miles and he is very happy with the decision.

Sincerely,

Frank E. Schooley

FES:fmh

*ordered for Dwight D. Eisenhower
via phone 1/21-53*



NAEB

January 13, 1953

Dr. Wilbur Schramm
Dean, Division of Communications
University of Illinois
Urbana, Illinois

Dear Wilbur:

First may I say it was indeed a great pleasure to see you again and to visit in your home. I appreciate most profoundly the opportunity of talking over our NAEB problems with you and value more than I can say the advice and reactions from you.

One of the problems which we did not finally settle was the arrangement for Frank's time between now and June 1 in the capacity of Executive Director. Frank and I discussed this at some length but we did not arrive at any conclusion. I suggested that you keep him on in his full capacity with the University of Illinois and that NAEB contribute rather generously to him for his time. This would enable him to pick up some additional money which may in small measure pay him for the many years of conscientious service he has given this organization. We both know that Frank will give full measure to his job with the University of Illinois and to the NAEB and I feel that he should be amply rewarded for the extra energy and time he will give. Frank had a definite idea of how the arrangement should be made and proposed that the approximately 80% of his salary he is now receiving for the station supervision be turned back to the University of Illinois for this interim period.

My only concern is that Frank be well taken care of for this job. With this in mind, will you please make whatever arrangements you and Frank think advisable and best and let me know directly or through Frank what the plan is. I will then submit this to the Board for approval. Incidentally, I can see no reason why we should designate Frank as Acting or Interim Executive Director but simply add Executive Director to his title of Treasurer for the organization for this period.

You will recall that we asked Jim to go ahead with pulling together our thinking on the type of training which might be needed to supplement the training now being afforded through the scholarships, fellowships, and internships program. I am sure he will carry you along with him as he shapes up any plans for an expansion of the current program and that you in turn will advise me of the most satisfactory way of proceeding

beyond that stage. Jim will also confer with you and Frank as he shapes up plans for the \$5,000 seminar.

If I may review briefly my own feelings concerning the broad job of training:

First, is the Allerton House type seminar on educational television which will give direction and meaning to the job of extending educational purposes and objectives through television.

Second, and very important, would come the upgrading of television personnel on the individual and local levels.

Third, I would classify as a backlog operation which should provide a residue of trained personnel on all levels of operation over a period of ten to twelve months and should result in the training of at least 150 people.

Fourth, would be the management level venture such as Dick Hull might be able to conduct at his place of operations during the summer ahead.

Under the third category above it would seem to me that much efficiency and economy could be realized from handling the six weeks training sessions all in one location, such as the University of Illinois. This is a point which I would not belabor, however.

I am considerably disturbed, sir, that you are not as well as you should be and wish to express my sincere hope that you will take such steps as may be necessary to guarantee a restoration to top form. Yours are specialized abilities which we do not wish to see limited by health conditions.

My kindest regards always.

Sincerely yours,

Graydon Ausmus
President

GA:psa

cc: Burton Paulu
Frank Schooley
James Miles

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

January 13, 1953

Mr. G. H. Griffiths
Director of Mass Media
914 East Green Street
Pasadena, California

Dear Bill:

Our NAEB Executive Committee, meeting in Urbana last week, discussed at considerable length, with Wilbur Schramm and as a committee, some of the most obvious needs for trained personnel in educational television stations and explored a number of possibilities.

Jim Miles will draw together our ideas on the subject and will take them up with Wilbur and Bob for their reaction and they in turn will probably present these ideas to the committee on scholarships, fellowships, etc. for their consideration. This would seem to be a simpler plan and a more efficient way of handling the whole question of the training of educational TV personnel than attempting to set up a separate program.

We discussed at considerable length the seminar on educational television and conceive of it as a part of the broader aspects of readiness for launching the educational stations across the country. I asked Jim to spend some time on this seminar and come up with some recommendations in the very near future. You may expect to hear from us soon concerning it. We are particularly eager to get a date for the seminar set so we may begin shaping up plans for it. Late May or early June would appear to be the most desirable time in light of the unusual amount of activity everyone is currently involved in in respect to television development on the local levels. We conceive of this seminar as a vital and necessary prelude to the launching of the stations for our seminar should give direction and meaning to all of our future activities in this field. We are most grateful indeed for the cooperation of the Fund for Adult Education in making this seminar possible.

I send this along in the hope of clearing up any misunderstanding that might have arisen earlier.

Mr. G. H. Griffiths

January 13, 1953

Page 2

My kindest personal regards.

Sincerely yours,

Graydon Angus,
President

GA:psa

cc: Mr. James Miles
Dr. Burton Paulu
Mr. Frank Schooley

Frank Schooley

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

BLIND COPY

NAEB

January 13, 1953

Dr. Wilbur Schramm
Dean, Division of Communications
University of Illinois
Urbana, Illinois

Dear Dean Schramm:

The National Association of Educational Broadcasters has been searching since September, 1952, through a committee appointed for this purpose, for a person to replace Mr. James Miles as Executive Director of the organization. This committee has sent inquiries to all of the leading educational institutions in the country engaged in educational broadcasting, has contacted a number of college presidents, several foundations and other educational agencies for suggestions. Approximately 150 possible candidates have been screened and we have interviewed 14 or 15 people interested in the position.

After this lengthy period of searching for the right person to replace Mr. Miles, the Board has reached a unanimous decision and wishes to recommend to the University of Illinois for this position Mr. Harry J. Skornia who is now serving as Radio Officer with the State Department in Austria. This appointment should become effective on approximately May 15, 1953, and continue for three years.

We feel that this is a very fortunate choice in that Mr. Skornia is regarded most highly by the educational broadcasters throughout the country and has been a member of the NAEB for many years. He is at present on leave from Indiana University where he has held the title of Director of Radio for several years. He holds the doctorate degree from the University of Michigan, is co-author of a very successful textbook on educational radio, and has served as consultant for the overseas branch of the Voice of America on one or two occasions prior to his current tour of duty. We feel that Mr. Skornia will be a very valuable worker for the advancement of educational broadcasting in America and is a man of such stature as will bring credit to the University of Illinois through his association with that institution. We may hope also that he will further cement the pleasant and friendly relationship which the NAEB has enjoyed with the University of Illinois. It is a pleasure to recommend him to you.

Sincerely yours,

Graydon Ausmus
President

GA:psa

*These carboys
will save you
the trouble of
sitting over
people's
shoulders -
Ga.*

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

OFFICE OF THE PRESIDENT

January 16, 1953

WILLIAM W. BING
UNIVERSITY OF ILLINOIS

Mr. Frank Schooley
WILL, University of Illinois
Urbana, Illinois

Dear Frank:

I wish to express to you my appreciation for the courtesies you and your family extended me last week. The dinner was delightful and I always enjoy seeing your youngsters and "the Mrs."

When you and Wilbur have worked out what you consider the best arrangement for you in relation to the takeover, please let me know. I had rather clear the details of it with the Board than for you to do so.

Ride herd on the plans Jim is making for the TV training program and for the seminar. I hope he will clear all tentative plans with you and with Wilbur and then with me before he releases any statements broadside to the Board. I do not want us to rock the boat too much in these early stages of the formation of the Center.

Keep me posted on reactions - let me know when you feel that I am headed in the wrong direction or need some new direction.

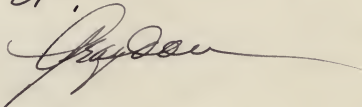
My kindest regards.

Sincerely yours,


Graydon Augmus
President

GA:pse

*I approve the change-over in bonding.
Go ahead on it.*



Box 2002
University, Alabama

January 21, 1953

TO: Officers and Members of the Board

FROM: Graydon Ausmus

A number of matters need reporting to the Board and need the reaction of the Board.

First, may I say that I have not communicated with the Board in the past two months frequently because most of the things on which we are working have been in a state of considerable uncertainty, and there was little to report. Things are now beginning to shape up.

According to my telegram to each of you on January 8, Mr. Fletcher requested that the Executive Committee name an Advisory Committee of four NAEB members who would serve for the calendar year 1953, with the educational broadcaster who becomes a member of the Center Board, as an advisory group to the, yet to be named, President of the Educational Radio and Television Center.

Following good democratic procedure, I requested that members of the Board submit suggestions for the Advisory Committee. The selection was made on the basis of nominations submitted by the Board and on the principles that the Advisory Committee for the first year should, first, bring to bear upon the problems that will arise the broadest range of experience in educational broadcasting combined with the most intimate knowledge of NAEB and the foundations over the past four to eight years, except for the President of the organization, who was named because of that position. I feel we have as good a committee as could have been named. I acknowledge, also, that any one of these names could have been dropped and an equally astute person substituted. After two days and nights of serious thought, however, this is our committee: Probst, Paulu, McCarty, and Ausmus. I am naming Burton Paulu chairman of this committee.

The question of adequate training of personnel for the operation of educational TV stations was discussed at great length by the Executive Committee last week. We, also, discussed this subject with Wilbur Schramm. We are considering four steps in the training program:

1. The seminar on educational TV, which will be an Allerton House type meeting of ten days to two weeks later in the spring, to clarify and give direction to television as an educational tool.
2. An immediate alleviation of local situations where institutions are proceeding rather rapidly with plans for TV station operation. This will be taken care of in large measure by the already launched FAE program for seminars, scholarships, and internships.

3. The training of a large backlog of operating personnel on a more extensive basis than either of the other two.
4. A management seminar which might be held some time during the coming summer.

Jim is proceeding with the pulling together of ideas in these four areas and will report back to us at a later date.

A third development of immediate concern is the naming of four Fulbright Scholars. George has been successful in securing a firm commitment for an NAEB Fulbright Scholar to London and expects the other three to come through very soon. These will be one each to Rome, Paris, and Geneva. Since Fulbrights are selected ordinarily in January and February for the following year beginning in September or October, it is necessary that nominations for these scholarships be made as soon as possible. These will be approximately one year appointments at \$8,000 American money, plus transportation both ways for the appointee only. (If the fellow wishes to take his family along, he will have to do it at his own expense.) One minor problem arises in this regard. We want nominations from NAEB membership throughout the country for all of these posts, yet no general publicity can be given at this time. A confidential communication will have to be sent in the next day or so to the total NAEB membership so we may secure broad participation.

Since these four people will represent NAEB in each of these foreign countries, the NAEB Board will make the nominations to the Committee on Foreign Scholarships. Applicants must request a fellowship to a specific area and, except for the London and Geneva assignments, should have some knowledge of the language of the country (French or Italian). He should be fully familiar with NAEB operations inasmuch as he will actually be our representative as well as a representative of the State Department, and he will be expected to interpret NAEB and screen foreign programs which he will recommend for NAEB distribution. It will be important, also, that he report back to NAEB regularly.

I shall establish a committee in the very near future to do the preliminary screening of applicants for these positions. In the meantime, however, such applications should be forwarded to Jim Miles or Frank Schooley at NAEB headquarters.

You are all aware by now that the Board has unanimously approved the selection of Harry Skornia as the new Executive Director of NAEB under a three-year contract at \$10,000 a year. Harry will be available by or before the first of May and Schooley will serve as Executive Director during the four months period that intervenes. The exact details of the financial arrangement concerning Frank's services will be worked out by the Executive Committee and the University of Illinois if this meets with the Board's approval.

Committee appointments have been made for the year ahead and a letter has been sent from this office to the chairman of each committee. These committee appointments have been held off until this time for I wanted the advice of the Executive Committee in their selection. One of the principles that determined the selection of the committees has been the desire to increase the participation in and the advice concerning NAEB business, including some representation from organizations and individuals completely outside our group. This is a principle which is being followed by many national organizations such as ours and has been recommended to me highly by members of the Board, as well as by presidents of several other national groups.

By way of reporting to you concerning my own personal activities, I should like you to know that I have been traveling as a consultant for JCET and on NAEB business, which I have been able to work in incidentally, almost constantly since the first of December. (The only bill charged against NAEB was my trip to Urbana for the Executive Committee meeting last week.) On the 21st and 22nd of January, Burton, Si, and I will attend a JCET seminar and meeting in New York and on the 27th and 28th the new Advisory Committee will meet with the new Center people in New York.

Headquarters operation is well organized as Jim steps out on February 1 to take over at Purdue; there will be no slowing down of activities as Frank steps in. In the fullest sense of the word, "The house is in good order."

NAEB is a big, growing, and nationally and internationally significant organization and yours is the responsibility of determining its direction. Keep me informed at all times of your desires for the organization and of your reactions to the things that are done.

Graydon Ausmus

January 23, 1953

Mr. Graydon Ausmus
Station WUGA
University of Alabama
University, Alabama

Dear Graydon:

Two or three things regarding your note of January 21. First, according to my understanding, Paulx should not be chairman of the Advisory Committee to the new Center. Hull as member of the Board should have this chairman's spot. Is this right?

So that every one will be informed, you perhaps should correct the arrival date of Skornia. The earliest possible time of his arrival will be May 15 and all he promised was that he would be here at least by June 1.

I'm not real sure how you propose to handle the Fulbright scholarship. Do you want Headquarters to send a confidential communication to the total NAES membership? There is one other important part of the Fulbright financial picture that I do not believe you mentioned. According to Will Schramm, this money must be spent in the countries to which the scholar is assigned. None of it can be returned to the United States. Hence, some arrangements more than likely must be made to carry on the obligations of the scholar in this country. With some people this would be a major operation — house mortgages, etc.

Thanks for the good word on Headquarters. I assure you that Schooley is informed as of this moment and will carry on in fine style. Incidentally, I trust you enjoyed the Schramm report letter. I am planning now to issue a little fact sheet on Headquarters, which I will send to all board members. It will have in it the basic information contained in the Schramm letter.

Sincerely,

Jim Miles
Executive Director

JSM:ll

Box 2002
University, Alabama

January 21, 1953

TO: Officers and Members of the Board

FROM: Graydon Ausmus

A number of matters need reporting to the Board and need the reaction of the Board.

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* Hill is Chairman

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pse

January 23, 1953

Mr. Graydon Ausmus
Director of Radio
University of Alabama
Tuscaloosa, Alabama

Dear Graydon:

Before actually putting through Harry Skornia's appointment papers, I want to write Harry, spelling out the terms we are prepared to recommend his appointment, and giving him a chance to express any preferences or objections he may have.

As I understand it, he has been talked to in terms of \$10,000, which seems quite satisfactory to me. The only problem is about the retirement plan, and I should like an official word from you about this.

Whether Harry participates in our retirement plan is up to me; that is, I can certify him for membership in the plan or not, as seems fitting. It would certainly be to his advantage to belong, even though he may not be here more than three years, because membership in the plan gives him a \$5,000 life insurance policy and disability benefits at \$4,000 a year for as many years as he had served the University previous to his disability. Furthermore, he can't lose anything, because if he leaves the University he can collect everything he has put into the retirement system.

I say he can collect everything he has contributed, not everything his employer has contributed. He contributed 5 per cent of his salary. His employer contributes an amount equivalent to about 7.9 per cent of the salary. This is our problem, for when an employee is paid out of a trust fund, the trust fund has to bear the employer's contribution.

Therefore, we have these alternatives before us in regard to Harry's membership in the retirement plan:

- (1) We can simply not certify him for membership.
- (2) We can take both the 5 per cent and the 7.9 per cent out of his \$10,000. This, I think, would cause him to yell because he wouldn't get back the 7.9 per cent except in event of disability, death, or ultimate retirement.
- (3) We can follow the usual custom and collect 5 per cent from his salary, and 7.9 per cent from the trust funds. This would make our total Skornia contribution from trust funds \$10,790.

(4) We can ask him to share the burden with the trust funds -- that is, to contribute 6.45 per cent from his salary, while we put in 6.45 per cent from the trust. Question: is this saving of \$145 worth it?

I should like to know from you, as president of NAEB and chairman of this committee, which of these alternatives you want me to follow.

Very best wishes!

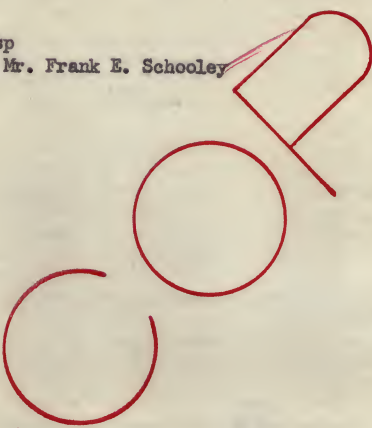
Sincerely yours,



Wilbur Schramm
Dean

WS:sp

cc: Mr. Frank E. Schooley



Frank Schooley

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

RECEIVED
RADIO STATION

NAEB

FEB 4 8 45 AM 1953

February 2, 1953

WILL & WIUC
UNIVERSITY OF ILLINOIS

Dean Wilbur Schramm
Division of Communications
University of Illinois
Urbana, Illinois

Dear Wilbur:

Your recommendation that Frank serve as Executive Director for the four months ahead at the same salary which Jim received with the difference between his present salary and the new rate being paid from Kellogg funds is entirely satisfactory to me and will be satisfactory to other members of the organization I am sure.

Since it does save a considerable sum and since the Board had previously approved our working out details of the contract with you, this will not require Board action. When Frank has figured out the exact amount of saving to the NAEB Board, he might send me a memorandum on it so I might notify the Board of the details. You may proceed with your recommendation to the University without hesitation - and our most sincere thanks to you.

My kindest regards always.

Sincerely yours,

Graydon Ausmus
President

GA:pse

cc: ~~Frank Schooley~~
James Miles
Burton Paulu

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



OFFICE OF THE PRESIDENT

Box 2002
University, Alabama

May 15, 1953

Mr. Frank Schooley
Room 119 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Frank:

The enclosed carbon of my reply to George Overton's letter is self-explanatory. If you have not already sent the agreement on the Big Four and on the new \$80,000.00 grant to Scotty, you may wish to send it to George first. His letter indicated that he is expecting it. However, use your own discretion on this.

You have received by now the copy of my letter to Bill Griffiths covering the fellowships, scholarships, internships deal. In a telephone conversation with him yesterday he indicated that he expected these to be a specific request from NAEB - a direct contradiction to Hull's statement that my form of helpful interest and offer of help was very good. He indicated interest in receiving as soon as possible a complete spelling out of the details of all the proposals which we might include, such as a specific statement of the amount of each of the proposals which would go to scholarships and the amount of each proposal which would go to cover the cost of operating each of these workshops or seminars. In the case of the engineering thing, for instance, *he* wanted to know what portion of the \$9,000.00 we anticipated spending for tuition, if any, and what portion we anticipated contributing directly to those who attend the training sessions. I promised to get this breakdown of details to him as soon as possible, and this is a request for you to get busy on those details as rapidly as possible to the extent of:

1. Contacting already established workshops and building a list of such, including tuition and dates.
2. Contacting several institutions to see if they would be interested in holding any of the proposed seminars, how much (if any) they would expect for local fees, how much would be needed to bring in additional consultants or teachers, and how much it would cost to house and feed the crowd in each case.
3. Making an estimate of the amount which will be necessary for travel for each person attending these places.

4. Making a list of possible consultants or teachers for each of the seminars and honoraria, if any, which would be expected.
5. Giving recommended or available dates in each case.

Compile all of this which is humanly possible by the time of the Ann Arbor meeting so the Executive Committee may go over and help in the final refinements so the letter can then be got off to Bill Griffiths within a few days of the Ann Arbor meeting. In order to do this, I suggest you get Jim's help and both of you tie up the long distance lines for a couple of days and come up with some pretty firm recommendations. I really don't know whether it can be done by the last of next week or not, but at least enough of it can be firmed up to make the story much more complete to Bill than my presentation.

Hearings on our TV bill are scheduled for Wednesday or Thursday of next week - May 21-22. That means that I may not be able to get to Ann Arbor at all. Realizing the importance of that meeting and the necessity that we get a great deal of work done on plans for next year, this is very unfortunate. If the hearings are postponed, I will plan to be there. If they go off on schedule, I will be glad to come to Urbana on the early part of the week May 24 to work with you, and perhaps Jim, for as long as is necessary to complete the Kellogg budget and the FAE budget requests and will be glad to go from Urbana with you to Battle Creek to talk to Bob VanDuyn and Hugh Masters. As things stand now, I think you may as well count me out of the Ann Arbor meeting. Things are popping in this state and our bill stands a good chance of passage. It is important that I be at the hearings and do some lobbying in order to assure that if the bill passes, we will be given favorable consideration for a station at the University.

Another matter which should concern the Executive Committee at the Ann Arbor meeting is a request for funds from Kellogg or FAE and the Center to establish a very extensive TV station program consultation service. This is the significant area of activity in the two years ahead and FAE is sold on the idea that this is a project for NAEB to supervise. When we draft this proposal, we should not spare the horses but should toss a budget at them that compares with the JCET budget of \$145,000.00 annually.

I am aware that we had hoped that we might wait until after the "North Woods" and until after the Wisconsin meeting to make our major presentation for activities for next year to the foundations. From my conversation with Bill Griffiths the other day, I gather that the Center and the FAE are looking to NAEB in the very near future

to come to them with "pristine" ideas for the long-range development under NAEB supervision of educational television and radio in this country. We had better spend a few days together in the very near future blocking out some of these big areas whether we are ready to do so or not. (Personally, I think we are as ready now as we will be after the TV seminar in Wisconsin).

From things that Scotty said in Washington, from things that Dick Hull has said recently, and from my own conversation with Bill Griffiths, I am convinced that that crowd is looking to us to tell them what to do. We have sold them on the idea that we are the boys with the know-how. It is imperative that we come up with plans in the immediate future.

Sincerely yours,

Graydon Ausmus
Graydon Ausmus
President

GA:pse

cc: Burton Paulu
James Miles

Bill indicated that we should not discuss these requests with them beforehand but ~~loss~~ ideas we have in the form of firm requests — an about-face to the attitude a month ago. — oh well!

99

*NAEB
President*

May 26, 1953

*See his Report
in July, Aug.
or Sept 1953
NL.*

TO: Officers and Board
FROM: Graydon Alumnus
SUBJECT: 1. International Conference on Music Education
2. Program negotiations with BBC in London
3. Report on Alabama TV
4. Miscellany

1. You have received from Si a very detailed summary of plans and purposes of the International Conference on Music Education to be held in Brussels June 29 to July 9 and you are aware that the President of NAEB has received an invitation to represent us at this conference. It sounds very worthwhile to me and I think it is important for us to be represented. The trip should cost not more than two or three hundred dollars over the BBC junket (outlined below) and I feel that our treasury can stand that small amount. If you agree with me that this is worthwhile, let me have your vote on it in the near future.

2. At the meeting of the NAEB Advisory Committee to the Center Board in Washington on May 4, Mr. C. Scott Fletcher offered to underwrite the expenses of a NAEB representative up to \$1,000.00 for a trip to the BBC to complete the negotiations for BBC programs for the NAEB Tape Network. The Executive Committee and three additional members of the Board with whom I have talked personally during the last two weeks approved my going to London as our representative. I should like to have the reaction of the additional members of the Board on this trip. If the Board approves these two hops, I should expect to leave New York on the 28th of June, attend the first five days of the Brussels Conference, then return to London on

July 4 for approximately a week with the EBC. This would enable me to attend the TV Seminar in Wisconsin before leaving.

Please give me your reactions to these two junkets as soon as possible.

3. I am very happy indeed to report to you that educational TV is coming to Alabama. A transmitter, tower, and antenna and free use of studios on a limited basis for five years has been donated to Birmingham so Channel 10 may be activated. Wednesday of this week Dick Hull and Walt Emery made beautiful presentations before our joint house and senate subcommittees on educational television, and the bill was voted out favorably that afternoon late. After the hearing we had a very pleasant chat with the Governor who promised to find the funds for the project. The bill will have its second reading in both houses Friday of this week and will come up for action in both houses Tuesday of next week. Since the Governor is behind the bill solidly, we are told that it is guaranteed of passage. The bill calls for an appropriation of \$500,000.00 plus establishing a TV Commission. Since Birmingham is practically in business, this gives me reason to hope that our station at the University will be the second one activated.

I don't think anything will happen, but I am sticking close to home and working both in Montgomery and Birmingham to do what I can to guarantee the deal. (I regret very much missing the Region III Conference but believe that at this point nothing is more important than fighting my own battles in the home state.)

Regardless of the outcome of this particular bill, I would like to give credit to four groups for the progress in TV throughout the South as well as in Alabama: the JCET, the NCCET, the Southern Regional Education

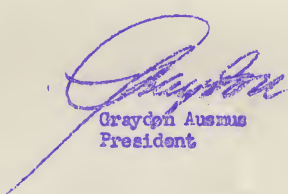
Board, which called a regional conference on educational television, and the NAEB. Our regional meeting in Chapel Hill, I am convinced, was as much a stimulus to the TV movement in this region as any one factor and the constant leadership given this movement by individual NAEB members has been very important, both in this region and in other regions of the country. On the state level, I am particularly grateful to Ralph Steetle, Bob Anderson, Dick Hill, Clarence Adams, Burton Paulu, Earl Wynn, "Kutch" Mayers, and E. D. Partridge.

4. The Executive Committee worked at Lafayette May 7, 8, and 9 in completing our headquarters budget and other Kellogg project plans for next year and in shaping up requests for funds for scholarships, internships, and fellowships, and the Executive Committee will work on some other projects in Battle Creek this current week-end. Next Wednesday I expect to go into Urbana to work with Frank on further details of next year's business. One of the big and unresolved questions facing us for next year is providing strong leadership and extensive services in the TV program area. I trust all of you, but especially the TV Programming Committee, will be doing some serious thinking on this subject and will shoot me as soon as possible your suggestions on this subject.

- a. Can we or should we establish fulltime or parttime regional consultants in TV programming? If so, can you provide free an office at your university for that person? How much should such a man be paid?
- b. Should a number of program specialists - 2, 3, or 4? - be added to our headquarters staff?
- c. Where are we going to find 4, 5, or 6 "program specialists"?
I should be happy to receive names of people whom you consider qualified for a radio-TV program consultant's job.

The reports of various committees at Columbus indicated that many of you and members of your committees are giving some serious thought to the development of educational radio and television in this country. Please continue to do so and to keep your committees active.

There are a number of other projects and problems which we will be discussing later, but this is enough at this time. Some of the answers to the above may come out of the NAEE TV Seminar in Madison at the end of June, but we must have the answers to a load of the problems before that time. Our fiscal year begins July 1.



Graydon Ausmus
President

Joint Committee on Educational Television

1785 MASSACHUSETTS AVENUE, NORTHWEST, WASHINGTON 6, D. C.

C O P Y

June 4, 1953

File

RALPH STEETLE, EXECUTIVE DIRECTOR

HUDSON 3-6628

JCET MEMBERS

AMERICAN COUNCIL ON EDUCATION
DAVID D. HENRY VICE-CHAIRMAN

ASSOCIATION FOR EDUCATION
BY RADIO-TELEVISION
FRANKLIN DUNHAM

ASSOCIATION OF LAND-GRANT
COLLEGES AND UNIVERSITIES
JAMES H. DENISON

NATIONAL ASSOCIATION OF
EDUCATIONAL BROADCASTERS
GRAYDON AUBRUS

NATIONAL ASSOCIATION OF STATE
UNIVERSITIES
ALBERT N. JORGENSEN

NATIONAL COUNCIL OF CHIEF
STATE SCHOOL OFFICERS
EDGAR FULLER, CHAIRMAN

NATIONAL EDUCATION ASSOCIATION
OF THE UNITED STATES
BELMONT FARLEY

Mr. Harold E. Fellows
President
National Association of
Radio and Television Broadcasters
1771 N Street, N.W.
Washington 6, D. C.

Dear Harold:

A year has now passed since the effective date of the FCC's Sixth Report and Order. The Joint Committee on Educational Television is pleased with the progress in television made during this short period of time. We note that more than 600 applications for commercial stations have been filed and more than 350 applications have been granted. 189 commercial stations are actually on the air and many others will soon be in operation. All of this is a real tribute to American initiative and enterprise. We extend to the broadcasting industry our congratulations and best wishes.

The Joint Committee on Educational Television is naturally proud of the progress educational television has made during the past year. As of this date 47 applications for non-commercial educational television stations have been filed and 17 have been granted. One station is already in operation and several others will soon be on the air.

Particularly heartening is the fact that most of these educational applications show solid financial and community support. In this connection, the Joint Committee is especially grateful to many commercial interests in this country. In a large number of instances many business men have generously given their time, facilities and money to help establish these educational television stations. One of the most recent examples of this generosity is the offer of the Storer Broadcasting Company to provide a complete transmitter and antenna to help establish an educational station in Birmingham, Alabama.

It is impossible, of course, for us to thank individually all of the commercial interests in this country that have contributed and will continue to contribute to the development of educational television. However, I am directed by the Joint Committee on Educational Television to take this opportunity to thank you as the President of the National Association of Radio and Television Broadcasters

Mr. Harold E. Fellows

- 2 -

June 4, 1953

for the splendid help many of them have given to educational television and ask that you advise them of our gratitude.

By continued cooperation between educators and commercial interests such as has been exhibited the past year, we can be assured that the American people will receive the finest television service possible.

Sincerely yours,

/s/ Ralph Steetle

Ralph Steetle
Executive Director

C
O
P
Y

Joint Committee on Educational Television

1785 MASSACHUSETTS AVENUE, NORTHWEST, WASHINGTON 6, D. C.

file

JCET MEMBERS

AMERICAN COUNCIL ON EDUCATION
DAVID D. HENRY VICE-CHAIRMAN

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BY RADIO-TELEVISION
FRANKLIN DUNHAM

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NATIONAL EDUCATION ASSOCIATION
OF THE UNITED STATES
BELMONT FARLEY

RALPH STEETLE, EXECUTIVE DIRECTOR
HUDSON 3-6628

June 5, 1953

In recognition of the fact that commercial radio and television broadcasters have provided significant assistance to educational television channel claimants, the JCET in its meeting of June 3 authorized me to send the enclosed letter of appreciation to the President of the National Association of Radio and Television Broadcasters.

It is thought that the kind of cooperation mentioned in this letter will continue to overshadow the occasional opposition which confronts educators in some few communities.

Also enclosed is the latest JCET Box Score of applications filed by educational groups for reserved television channels.

Ralph Steetle

Ralph Steetle
Executive Director

JOINT COMMITTEE ON EDUCATIONAL TELEVISION
1785 Massachusetts Avenue, N.W.
Washington 6, D. C.
Phone: HUdson 3-6620
Ralph Steetle, Executive Director

FOR RELEASE Thursday, June 4, 1953

JCET EXPRESSES APPRECIATION FOR COMMERCIAL BROADCASTERS' COOPERATION

Washington, D. C., June 4, 1953 - In a letter dated today, addressed to Harold E. Fellows, President of the National Association of Radio and Television Broadcasters, Ralph Steetle, JCET Executive Director, expressed appreciation to the many commercial broadcasters who have "generously given of their time, facilities and money to help establish educational television stations."

The letter, which also commended the NARTB for its efforts in the total development of American television, was the result of formal action taken by the JCET during its regular meeting yesterday.

Commenting on the speed with which broadcasters had moved into the field since the lifting of the FCC "freeze", Steetle noted that commercial stations now on the air total 189, that construction permits had already been granted for more than 350 additional stations and that some 250 applications are pending before the FCC.

"All of this", stated Steetle, "is a real tribute to American initiative and enterprise."

Steetle also pointed to the participation of educators in the television development of the nation - 47 applications filed for educational television channels (over 20% of the total number of reserved for educational use) and 17 construction permits granted. One educational station, KUHT, Houston, Texas, is already on the air and several others are expected to begin operation soon.

The great majority of applications filed for educational channels, according to Steetle, "show solid financial and community support." Many applications describe generous offers of assistance by commercial interests. In Birmingham, Alabama, for instance, Storer Broadcasting Company has offered to provide a complete transmitter and antenna. Other applicants report offers of other types of equipment and cash donations.

It is in response to these specific examples of contributions on the part of commercial broadcasters to the development of educational television that the JCET letter of appreciation was written.

JCET EXPRESSES APPRECIATION FOR COMMERCIAL BROADCASTERS' COOPERATION

"By continued cooperation between educators and commercial interests, such as has been exhibited in the past year, we can be assured that the American people will receive the finest television service possible."



reports

ON EDUCATIONAL TELEVISION

THE BOX SCORE

47 applications filed

17 construction permits granted

ON THE AIR WOI-TV, Ames, Iowa
KUHT, Houston, Texas

June 5, 1953

47 APPLICATIONS HAVE BEEN FILED FOR RESERVED TELEVISION CHANNELS

<u>CITY</u>	<u>Applicant</u>	<u>Filed</u>	<u>CP Granted</u>	<u>Channel</u>	<u>Call Letters</u>
Birmingham, Alabama	Birm. Area TV Assoc. Inc.	6-1-53		10	
Sacramento, Calif.	North Central Calif. Assoc. for Educ. TV Inc.	5-25-53		6	
Los Angeles, Calif.	Allan Hancock Foundation	8-18-52	8-28-52	28	KUSC-TV
San Francisco, Calif.	Bay Area Educ. TV Assoc.	7-8-52		9	
Denver, Colorado	Denver Public Schools	5-22-53		6	
Bridgeport, Conn.	St. Bd. of Edu. of Conn.	10-20-52	1-29-53	71	
Hartford, Conn.	" " " " " "	10-20-52	1-29-53	24	
Norwich, Conn.	" " " " " "	10-20-52	1-29-53	63	
Washington, D. C.	Bd. of Educ. of D. C.	10-28-52		26	
Gainesville, Fla.	University of Florida	5-21-53		5	
Miami, Fla.	Lindsay Hopkins Vocation Sch. of Dade Co. Bd. Pub. Instruc.	7-1-52		2	
Atlanta, Ga.	Bd. of Edu., City of Atlanta	2-18-53		30	
Savannah, Ga.	Bd. of Pub. Educ. for the City of Savannah & County of Chatham	5-25-53		9	
Champaign-Urbana, Ill.	University of Illinois	5-28-53		12	
Chicago, Illinois	Chicago Educ. TV Assoc.	6-2-53		11	
Lawrence, Kansas	University of Kansas	6-1-53		11	
Manhattan, Kansas	Kansas State College	6-30-52	7-24-52	8	KSAC-TV
Boston, Mass.	WBGH Educ. Foundation	6-1-53		2	
Ann Arbor, Mich.	University of Michigan	5-18-53		26	
Detroit, Michigan	Detroit Educ. TV Foundation	6-2-53		56	

Copy

June 5, 1953

RECEIVED
RADIO STATION
JUN 17 3 44 PM 1953

WILL S. WILCO
UNIVERSITY OF ILLINOIS

Mr. Graydon Ausmus
University of Alabama
University, Alabama

Dear Graydon:

I have not heard anything from you regarding the suggestion I made in a letter to Frank Schooley as to how you expect to handle any possible entries from NAEB to the Prix Italia. This is a decision that should be made without delay and I hope you can see your way clear to make some definite arrangements concerning the mechanics.

I am taking the liberty of enclosing a special copy of the Statute of the Prix Italia, which is printed in French, English and Italian.

With all best wishes,

Cordially yours,

Seymour N. Siegel
Director

~~Enclosed~~
sns-lg

cc: Messrs. Probst, Paulu, Hull, Wyhh
Schooley, Wheatley, Miller, Abbot, Dunn

June 10, 1953

Hon. Walter McLaughlin
Citizens National Bank
Decatur, Illinois

Dear Walter:

I have now tracked down the program you were talking about last Friday, and listened to the tape.

It isn't a bad or subversive program, in any sense. It is a part of a series on "Voices of Europe," made up of recorded interviews with all kinds and classes of people. The purpose of the series is to give us an idea what different kinds of people in Europe are thinking about the United States and about current world problems. If we want that sort of picture, we don't want a distorted picture; if there are a large number of influential Communists in Western Europe, they should be represented in the series so we can gauge our opposition there. Or at least that is the theory on which this particular program is included.

The program you mentioned is a half hour show composed of two interviews. The second is with an English Quaker. The first is with a Danish non-Party Communist, who was the leader of Danish resistance against the Nazis, has been for some time a member of the Danish parliament, and is a scientist of some repute. He is asked straightforward questions by a University of Chicago professor, and talks about why he holds the viewpoint he does and how he looks at the East-West conflict. It isn't a soapbox; the man is restrained and thoughtful. He admits that Western influence and other factors have reduced the Communist membership of the Danish parliament from 150 to 7, and he comes out for absolute freedom of scientists to make up their minds regardless of political doctrines.

Actually, it is a very interesting interview because it shows that persons can be Communists because they are intellectually convinced of their position; and we need to take this into account if we are going to counteract Communism.

As a part of a series, also, it is perfectly all right, because it is balanced by all these other viewpoints, many of which are strongly anti-Communist, and all of which together give a very good picture of the diversity of viewpoints in Europe at the present time.

The trouble is that people don't necessarily hear it as part of a series. This may be the only program in the series they hear. Or they may hear only a part of this program. That is one of the great differences between radio and print. In this case, there is always the danger that someone will hear this program alone, or part of it, and think that we are giving a forum to a Communist. You can testify that this happened.

If I had been in charge of selecting these programs for WILL, I shouldn't have put this program on the air, for that reason. If I had been in charge of selecting these programs for NAEB, I should either have deleted this program, or warned member stations about it, or so explained it on the air that the possibilities of a misunderstanding would have been at a minimum. Therefore, I think there has been a mistake in judgment, though certainly not a mistake in intent or any indication of subversion.

Up to this time, what you and John said to me Friday has been the only complaint we have got on the program, and it may be the listenership is largely to the series, rather than to the program -- in which case, the presence of a Communist being interviewed would be understood.

We haven't been in the habit of screening these programs because they come to us under such excellent auspices -- the NAEB, the University of Chicago, etc. Commercial stations don't screen their network programs in advance of broadcast; they trust the network. In the case of series like this which deal with political facts, however, we shall have to begin screening NAEB programs before putting them on the air.

I regret that you have been embarrassed by this program, and am going to depend on Mr. Hudson, Mr. Schooley, and their staff to see that you aren't embarrassed in the same way again.

With very best wishes, I am

Sincerely yours,

WJ
Wilbur Schramm
Dean

WS:sp

cc: Mr. John Fornaf
Mr. Robert Hudson
Mr. Frank E. Schooley
Mr. Harry J. Skornia

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

RECEIVED
RADIO STATION

OFFICE OF THE PRESIDENT

Box 2002 JUN 12 8 42 AM 1953
University, Ala.

June 15, 1953

WILL & WILCO
UNIVERSITY OF ILLINOIS

Dear Frank,

Thanks for doing it again--turning out a superior piece of work, that is. Your "thing" to Bob is just right. As you say, we'll have to eat crow if the Board turns down our project to schools but I think we Heedn't worry.

Ask your secretary how a woman who is pregnant be more pregnant than another who is preganant. Perhaps this is the lingo of a woman which only another woman would understand. Me, I'm always mystified by the sweet little old things anyw ay--pregnant or not.

The girl I have now is not pregnant and jolly-well better not be--no husband and no prospect. She shore hell is slow about turning out work--maybe that explains it. When she does get out out it it better than the way it started (from me) and I need that kind of help too--but I'm getting a little worried about the pile on the desk.

Thanks for the reports, etc. Hope Hull is better and do hope Wheatley is progressing nicely. I always thought he went to the psychiatrist for some mental problem he had. I've read that psychiatrists can cure ulcers. Just you hold together old boy until after the Aug. meeting and I'll not be worried about you after that. The month in the Scoouth should put you back in shape.

Seriously, Frank, I am really grateful for all the good work you have do ne, particularly during this last stretch. I suppose I'm the only one who really knows how much work you've turned out and Even I can only guess at it. You've been a terrific help to me. Hope your secretarial situation improves. If it doesn't, perhaps we should ask that some of the TV money be diverted for training secretaries. I Said that to Skornia this morning and I think he took me seriously.

I'm arriving Chicago by air Saturday night about 9:30 and will be at the hotel at 10:30. Hold down the fort.

Low Hill writes that he cannot come to Chicago but is sending his program man to get the details all settled. Name, Richa rd Moore.

See you Saturday night.

Graydon



July 23, 1953

Mr. Graydon Ausmus
Station WUOA
University of Alabama
University, Alabama

Dear Graydon,

Some time ago you gave Skornia and Schooley a copy of the Standard Specifications on films and slides for WOI-TV with a request that we refer it to the Engineering Committee for distribution to NAES members. Frankly, dear sir, I can not bring myself to act because you must have had some other publication in mind. This publication has no relationship to Engineering Standards or to Educational Television. It relates to commercial messages on commercially-operated WOI-TV. I think it would be a major decision in the wrong direction for us to have any part in the distribution of it and there is little in it that would be of any help to educational television stations. I write this after reviewing the thing again last night only to find little of value to any educational television station. I should be happy to return the copy to you so you could check me, but it should simply be a waste of postage.

Sincerely,

FES/sh
cc: Harry Skornia

Frank E. Schooley
Treasurer

COPY

July 27, 1953

Mr. G. Scott Fletcher, President
Ford Foundation Adult Education Fund
914 E. Green Street
Pasadena, California

Dear Mr. Fletcher:

The National Education Association wishes to establish a continuing service which will help teachers and school systems to use television for educational purposes in the classroom and in the home.

Such a service will include demonstrations at educational conventions and conferences including the annual meetings of the 48 national state associations, all of which are affiliated with the NEA. It will provide for the preparation of teachers in the use of educational television before they enter the profession and afterwards. It will coordinate experimentation and research in the use of television in the classroom and the home, and distribute the results to all school systems of the United States. It will develop courses for use in teacher training institutions and make outlines for the guidance of state departments of education and state school officials. The service will help teachers and administrators answer the following questions among others:

- 1) What school studies may be effectively aided by educational television?
- 2) How can television programs used for classroom purposes be properly correlated with the curriculum?
- 3) How may classroom and television schedules be adjusted in a way to employ most effectively telecasts for classroom use?
- 4) What receiving equipment will be most effective in the schools at various levels from the first years through high school? Should there be a television receiving room in each school building or should there be receiving facilities in each classroom? What size of screen must be used? How many pupils can use one receiving set?
- 5) What classroom visual aids should be available to supplement the telecasts received?
- 6) What should be the administrative set-up for the followings:
 - a) Participation of classroom teachers in the planning of classroom telecasts for the studies which they teach?

- b) Staffing the station for continuous programming of telecasts for the classroom.
 - c) Evaluation of television received in school and community.
- 7) How may school and community resources for programming be coordinated and employed effectively, including such resources as the local library, art museum, business and manufacturing activities, community organizations, etc.
 - 8) What are the responsibilities of the board of education, of citizens committees, of parent-teacher associations, and of other community groups of educational character in the evaluation and improvement of television received in the home.
 - 9) If there are local institutions of higher education, what part may they play in the television programs provided for the benefit of children in their homes or their classrooms.
 - 10) What are the most successful experiences of school systems using television in their classrooms?

The National Education Association includes among its departments all of those who work in education, classroom teachers, elementary school principals, secondary school principals, school administrators, supervisors, and subject specialists. All of these have responsibilities in the use of this new medium of education. Through the NEA, representatives of these groups can be quickly drawn together. The committee appointed by the Association to study educational television in classroom and community will be composed of such representatives.

As an illustration of the interest of the NEA in educational television, I am sending you, enclosed, programs of our 91st Annual Meeting at Miami Beach, Florida, June 24-July 3. I wish to call your attention particularly to pages 49-50 and 64-65 in the Delegate's Manual and Program and to page 5 in the Conference Program of the National Commission on Teacher Education and Professional Standards. As you will note, the topic of one of these programs is the utilization of educational television as a supplementary aid to classroom teaching. The large attendance at this session was composed principally of teachers. Another program featured the use of television as an aid in the preparation of teachers. This program was sponsored jointly by the National Association of Chief State School Officers and the National Commission on Teacher Education and Professional Standards. The Joint Committee on Educational Television furnished the funds which made these demonstrations possible.

A third convention program was devoted to the impact of television upon American youth. This was an evaluation program in which members of the Parent Teachers Association and commercial television broadcasters joined the educators. It is cited as an illustration of the interest of the NEA in the television programs which come daily into the home. All three of these sessions were high spots of our convention.

Educational conventions offer an opportunity to reach large groups of teachers and to secure wide reactions. Consistent improvement in the use of television, however, will depend upon a continuing service as a supplement to the intermittent service which conventions offer. To provide for this service the NEA expects to appoint a television committee. We expect it to operate in the elementary and secondary fields of education as the American Council is now working for the improvement of this medium in higher institutions of learning. Our proposed project will affect a large number of teachers and administrators.

The NEA is unable at this time to furnish funds in the amount needed to finance this enterprise, although we believe it may be possible eventually to maintain the service if it can be given a start by foundation funds. According to our best estimates, about \$50,000 annually for a two or three year period will be required to put the project on a firm footing. The purpose of this letter is to inquire whether the Adult Education Fund of the Ford Foundation will entertain a proposal to furnish money for this purpose. The annual budget required to maintain this project is estimated as follows:

A full-time director	\$10,000
An assistant director	6,000
Clerical services	8,000
Travel-Committee members and staff	10,000
Telephone, telegraph, postage	2,000
Projects in the coordination of research and results of experimentation	2,500
Office supplies	1,000
Publications	4,000
Demonstrations at educational conven- tions, conferences, and teacher- training institutions	6,500

In supplying additional information regarding this project, we shall be glad to write to you or to have our representatives meet with you at your convenience.

Respectfully yours,

Belmont Farley, Director
Press and Radio Relations
National Education Association

COPY

August 28, 1953

Mr. C. Scott Fletcher, President
Fund for Adult Education
914 East Green Street
Pasadena 1, California

Dear Mr. Fletcher:

The National Congress of Parents and Teachers, an organization of almost eight million men and women interested in the welfare of all children, is much concerned with the impact of television. Use of television in the school is a problem which is being presented to us more and more often.

Often we are asked if we approve of the use of television in the classrooms; if we approve of local P.T.A.'s purchasing TV equipment. Always our reply has been to the effect that while we recognize the educational value of television, we feel it necessary that teachers understand and favor its use; that they have the needed training to use it adequately in the classroom. Nothing can destroy a positive attitude on the part of the public more quickly than inefficient or wasteful use of the medium. Unless teachers are given such preparation, they cannot be criticized for their lack of acceptance or competence in use of TV.

Dr. Belmont Farley, the representative of the National Education Association on the Joint Committee on Educational Television, has shown me the NEA application for funds to begin a service to teachers and administrators in educational television. This proposed project seems to be timely and needed. It will supplement the efforts of organizations already active in the field. Through membership of the NEA and the affiliated State branches it will be available in all sections of our country, to teachers from every area of activity.

We trust that you will consider this project favorably and assist in initiating such service to teachers and thereby indirectly benefitting all children.

Sincerely yours,

Mrs. Newton P. Leonard, President
National Congress of Parents and Teachers

September 3, 1953

Mr. G. H. Griffiths
Fund for Adult Education
914 East Green Street
Pasadena 1, California

Dear Bill:

Herewith the interim report on the status of the FAE Grants-in-Aid for 1952. I think you saw my memorandum of August 11 to all Grantees. As you will notice from the attached reports, in most cases the project is not yet complete. A final report is awaiting completion of those not finished plus copies of exhibits and other data in some cases.

I. Television Series

1. University of Miami: Television series entitled FRONTIERS OF THE SEA
The recent report from the University of Miami, signed by Sydney W. Head, reads: "The University of Miami undertook to produce ten fifteen-minute films for television. All shooting and editing have been completed. Inasmuch as the same head title and tail credits originals are being used for each film these have to be transferred from one film to another as each is release printed. This at present is the only source of delay. One film has already been mailed to NAEB, two more will be mailed today, and the rest will be mailed within the month." (All three of these films have been received by NAEB, and used for instructional purposes at the Television Workshop, now in progress at Urbana.)

A later letter from Mr. Head confirms the fact that the series will not be finished until approximately the end of September.

2. University of Minnesota: TELEVISIONING THE MINNEAPOLIS SYMPHONY ORCHESTRA

Mr. Burton Paulu has sent us the following memorandum on this matter. The promotional materials to accompany his memorandum will be held for forwarding with his final report, to include the article referred to. As soon as the appraisal of the films mentioned is completed, they will be turned over to the Center.

"The Minneapolis Symphony Orchestra Television series has been concluded. Programs were presented on Sunday afternoons from 2:30 to 3:30 p.m. on the following dates: January 4, 11, 18, 25; February 22; March 8, 22, 29; and April 5.

"The series had several objectives. One was to experiment with the telecasting of symphonic music under conditions which might typically prevail in cities which support symphony orchestras, but are without the financial or television resources of New York, Chicago or Hollywood. Another was to bring the orchestra closer to its constituents by including on each program an intermission feature explaining how a symphony orchestra serves its community. The series was regarded throughout as a pilot plant project which it was hoped would encourage the telecasting of symphonic music elsewhere. Kinescope recordings were made for reference purposes and for broadcasting over educational television stations.

"In addition to the \$8900 grant-in-aid from NAEB, the project was made possible by a cash gift of \$7000 plus air time and personal services from WCCO-TV, a Minneapolis-St. Paul commercial television station under public-spirited management; through special arrangements with the Minneapolis and national offices of the American Federation of Musicians; and through cooperation from the Minneapolis Orchestral Association and the orchestra's conductor, Antal Dorati. Administrative direction was supplied by the staff of the University of Minnesota Radio Station KUOM; the University also provided a cash contribution of \$2750 and personnel. The Educational Television and Radio Center (set up by the Fund for Adult Education) made a \$7500 grant to kinescope the programs.

"An extended report reviewing the entire project is now in manuscript. If printed by the Quarterly of Film, Radio, and Television, reprints will be made available to both NAEB and the FAE. If not, typed copies of the report will be circulated.

"Audience response has been highly favorable. Our local Pulse rating was a healthy 15. Local and trade press reaction has also been favorable; a set of press comments is attached hereto.

"Kinescopes of the last two programs are now being circulated for appraisal by radio and television broadcasters in various parts of the Cou try. Of particular interest, I believe, is a comment by Ernest LaFrade of the NBC music department in New York, who recently wrote as follows:

"In my opinion you have done a better job of coordinating camera and score than I have seen hitherto. There was scarcely an occasion when the camera failed to show the featured instrument or group at exactly the right instant, and the superimpositions, instead of being merely camera tricks, made musical sense. I also was grateful for the occasional periods of rest, when the camera remained on a single objective as long as it had the leading role. Usually the cameras are

so constantly, not to say aimlessly, in motion that I find it confusing, distracting, and annoying."

In addition to the report mentioned above, Mr. Paulu says in his letter of August 25: "The symphony series is completed. A reasonably thorough report of what we did is included in the text of the article I have already sent you. If this is printed up -- as I hope it will be -- I will provide you with several copies together with copies of the article Rudy Bretz wrote about the project and some other data. This will be in such form that you could transmit it to the Fund for Adult Education if you wanted to. In the event the Quarterly does not print the article, I will have the material typed up neatly on originals so that you will have the data for your files."

3. University of Oklahoma: Film series on Indian Dances, for television.

Mr. John Dunn provides the following report in answer to our request for interim reports on these series:

"Although the grants-in-aid were made last November or so, Indians don't start their dances and ceremonies much until the middle of June. Hence we were not able to really get going until about the 1st of July.

"To date, we have FIVE films done. These include: CADDO Turkey Dance; Creek Ribbon Dance; CREEK Feather Dance; Kiowa Give-A-Way dance; Comanche Scalp dance. These are all unusual dances--some of which have never been seen, let alone filmed by white men before.

"We have yet to go: dances by the PAWN ES, the OSAGES, the APACHES and the S&C and FOL.

"In some cases we were rained out of engagements. We hope to have all 9 films finished by September 15. Then we will start the job of editing and working out the film. This is a project that is not like any of the other projects. Would like to take you with us on one of our "expeditions". Think that would tell the story of why we're late better than anything I could say. We crave the indulgence of NABE-FAE and request additional time in which to finish these distinctive films of the American Indian."

4. Stanford University: Television series entitled PEOPLE, PLACES, AND POLITICS.

Attached herewith is the special report provided by Director of Radio and Television, Stanley T. Donner, in answer to our request for an interim report. Also attached, in a single copy, is a brochure distributed by Stanford on this series:

"A lengthy and complete report on the television series "People,

Places, and Politics" is now being mimeographed. Copies of this report will be delivered to the President's Office, the Executive Head of the Department of Speech and Drama, KPIX and to the National Association of Educational Broadcasters.

"The series was made possible by a grant-in-aid of \$8,900 from the National Association of Educational Broadcasters. The series of thirteen half-hour telecasts were aired 7:00 to 7:30 Friday evenings from January 8 to April 3, 1953. This "Class A" time was provided without charge by television station KPIX, San Francisco. KPIX also helped with all stages of planning, gave an hour and a half camera rehearsal time for each program and at all times gave the assistance of William Dempsey, Educational Director; George Mathieson, Production Manager; Ray Hubbard, Art Director, and James Bakins, the studio director.

"The idea of the series was originated by Prof. Alfred R. Summer of Geography and Professor Frederick Terrien of Anthropology and Sociology. The responsibility for the series rested with Professor Stanley T. Donner of Speech and Drama. He was assisted by Professor George Willey, also of Speech and Drama. Mr. Willey took alternate shows of the series. Additional help was provided by the Main Library, Hoover Institute and Library, and by the departments of Geography, History, Sociology and Anthropology. Science.

"The program was an attempt to show the viewers the obligation of the United States to the various critical nations contiguous to the USSR. Therefore a Geographer would describe the place; a Sociologist, Anthropologist, native, or an expert of the country would talk of the people; an historian or a political scientist would speak of the politics. In a larger sense the series might be called an anti-communist program.

"The program attracted an audience estimated at 100,000 people each week and the Pulse rating indicated that this audience was growing larger program by program. Hundreds of enthusiastic viewers wrote Stanford or KPIX about the series. The Northern California Television Academy singled out "People, Places and Politics" for one of its two program awards. The award was made "for imaginative use of production techniques."

"Television recordings were made of the programs so that they may be used by other commercial television stations or educational television stations."

5. Syracuse University: Television series entitled FOOTNOTES TO AMERICA.

Below is the report as received from Mr. Arthur Weld, Jr., on August 21:

"Current Status: Program series completed. Report in process of completion.

"Description: FOOTNOTES TO AMERICA, with T. V. Smith, "the program that gives you a better look at our American heritage", presented live over WSIR-TV at 12 noon Sundays, January 25 through April 26, from the campus studios of the Radio and Television Center at Syracuse University.

"Selected titles to individual programs: Inaugurating a President; The Food on your Table; Why Men Are Not Equal; Sports in America; Building America.

"Format: various, including discussion with illustrative vignettes; documentary; intimate philosophizing by T. V. Smith.

"Audience: Surveys indicate a regular audience of 15,000 homes.

"Quotation from an unsolicited letter: "Your very excellent series . . . is a regular feature of our Sunday program."

"Remarks: As part of Syracuse University's report, and in addition to photographs, film and other visual material, complete tapes of all programs will be filed with the NAEB.

"Also, a thirty-minute film reproducing one of the programs is being prepared and will be submitted with the report."

6. Wayne University: INTERNATIONAL TOWN

Due to the departure of Mr. Jack McBride, some delay has come about in getting to NAEB materials which we should by now have. Attached is a copy of a recent Variety article on this series. The last word from Wayne University on this report is in the form of a telegram of August 27, which reads as follows: "Delay in NAEB reports due to McBride's departure and necessity of audit of account by our Accounting Department. Forwarding material on grant project and tentative financial report today. If the complete report is unsatisfactory in any respect, please notify us immediately." We are continuing efforts to get this project into proper form for reporting.

II. Radio Series

7. University of Alabama: DOCUMENT: DEEP SOUTH

Herewith the interim report received on this project, from Walter Whitaker:

"A series of documentary programs, tracing the role of the South's natural resources in the growth of the nation's economy, produced with a grant-in-aid from the Fund for Adult Education, established by the

Ford Foundation.

"Received grant-in-aid from Fund for Adult Education October, 1952. Initial planning and contacts were made prior to this date.

"Production team, including writer-producer: Dr. Walter B. Jones, research co-ordinator and senior consultant, and Thomas DeJarnette, photographer and technical assistant.

"Beginning November, 1952, this team traveled throughout the South-- a predetermined area including eleven southeastern states: Virginia, North and South Carolina, Georgia, Florida, Kentucky, Tennessee, Arkansas, Mississippi, Alabama and Louisiana--assembling tape recorded and film actuality.

"In addition to actuality material, outside research was conducted along the subjects of tourist trade, agriculture, forestry and its related industries, coal, iron and steel, petroleum, building materials and building activity, miscellaneous mining, salt domes and subsequent wealth, chemical industries, textiles, power, the lower Mississippi River and waterways of the South, transportation and world trade, as well as the economic history of the South.

"In addition to Dr. Jones, other consultants for this radio and film study of the "new" South included Dr. Stewart J. Lloyd, retired dean of chemistry, University of Alabama, and now Assistant State Geologist, and others.

"The radio series was further authenticated by tape recorded interviews with the following people--outstanding personalities in their respective fields, such as, Alexander Nunn, executive editor of The Progressive Farmer; Dr. L.C. McDowell, director of research, Florida Citrus Commission; William E. Crooks, Rome, Georgia, plant manager, Celanese Corporation; Thomas W. Martin, chairman of the board, Alabama Power Co.; Col. A. F. Clark, Jr., commanding officer, Memphis Division, U. S. Army Corps of Engineers, and others.

"Also included were interviews with workers, management, scientists and economists, investors and distributors...., almost every phase of Southern life was explored.

"Tape recorded excerpts were interwoven with written observations, narrated by Walt Whitaker, and enhanced with music and on-the-scene sound effects. Thus, the following eighteen documentary programs were produced:

- Programs No. 1 -- SUNRISE DOWN SOUTH
- No. 2 -- MAGNOLIAS AND THE MANUFACTURER
- No. 3 -- FROM THE GROUND UP
- No. 4 -- FRUIT OF THY LABOR
- No. 5 -- TALL TIMBER
- No. 6 -- THE MINER'S LAMP
- No. 7 -- PORTRAIT OF STRENGTH
- No. 8 -- BLACK GOLD--A STUDY IN OIL
- No. 9-- PIPE LINE TO PROGRESS
- No. 10-- BUILDING A BETTER SOUTHLAND
- No. 11-- THE GOODLY LAND
- No. 12-- DOMES OF DESTINY
- No. 13-- MEN OF MAGIC
- No. 14-- TEXTILE TAPESTRY
- No. 15-- THE SYMPHONY OF SOUTHERN POWER
- No. 16-- MISSISSIPPI MANUSCRIPT
- No. 17-- LOOK AWAY, DIXIELAND
- No. 18-- THE CHALLENGE OF A CHANGING SOUTH

"Document: Deep South" was aired on station WUQA, University of Alabama and some thirty commercial stations throughout Alabama, beginning February 15, 1953. The finished programs were mailed to the NAEB office, Urbana, Illinois, this month.

"Publicity relating to the 16,000-mile on-the-scene coverage of the "new" South, the processing of more than 10,000 feet of recording tape, the production and distribution of the 18 programs involved more than 40 news stories, originating both from the production center and the University of Alabama News Bureau. In addition to this South-wide newspaper coverage, several news pictures were distributed also.

"Complete scripts of the "Document: Deep South" series are at present being compiled and duplicated—a task that is expected to be finished by the end of September.

"An estimated 1200 feet of movie film have been taken for a TV production of "Document: Deep South.". According to Thomas DeJarnette, producer of this project, an additional 1200 feet will be shot—mostly of seasonal subjects—and the production will be completed in the near future."

8. Boston University: NEW ENGLAND RENAISSANCE

Herewith the interim report as requested on this series:

"The show produced under the grant-in-aid from the NAEB-FAE, "The New England Renaissance," was mailed to NAEB headquarters on June 2. In addition to the thirteen half-hour tapes, there was submitted additional information on the project for possible use as teaching aids and publicity purposes. The latter included: copies of scripts for each show, including individual bibliographies; a photographic essay taken during the course of the production; charts showing highlights of the period, (1820-1860); descriptive outlines of each show; a general bibliography giving all the research material used in preparation of the series; background information on the production team; an account on procedure giving the problems, of both production and writing that were encountered. The latter's purpose was to give an idea of procedure to anyone who might undertake a similar venture.

"All of the informational material submitted, exclusive of the tapes, was not required under the terms of the grant-in-aid but we felt that the series would prove more valuable with the addition of these materials. The series was broadcast over the Boston University station, WBUR, and the audience reaction proved extremely gratifying. Many of the listeners wrote in to say that they had never heard this period in American literary history presented so informatively and entertainingly. One of the radio stations in town suggested that its listeners tune in to WBUR to hear the series; a unique experience in the annals of broadcasting, to be sure. In general, the reaction from both laymen and educators who knew the New England Renaissance period intimately, was of high commendation. Many people in educational circles have inquired whether this series would be released in disc form for use in high schools and colleges as a teaching aid of the period. Since the show is the property of the NAEB-FAE, we have suggested that they contact the NAEB as to the show's future disposition."

9. University of Chicago: various short series

The series is now done and a final report available. Adequate copies will be requested. For the moment, the following outline report is presented, all representing completed series:

- I. Series of 9 programs on "American Language"
- II. A series of 17 programs of notable short stories entitled "Encore"
- III. Three dramatic productions
 1. A verse play, "The Hour Glass"
 2. "Samson Agonistes" by John Milton
 3. "The Melian Peace Conference"
- IV. Series of four programs presenting "Reflections of George Orwell"
- V. A series of programs entitled "Poetry", in 7 areas, as follows:
 1. "Some Poetry of T. S. Eliot"
 2. "Modern French Poetry"
 3. "Chicago Poets"
 4. "The Eve of St. Agnes" by John Keats
 5. "Two Greek Poets"
 6. "What is Modern Poetry?"
 7. "Italian Poetry"
 8. "Japanese Poetry"
- VI. Series of radio talks
 1. "The Four Ages of Japan"
 2. "What We Laugh At"
 3. "The Poetry of the Eighteenth Century"
- VII. Series of lectures
 1. "Some Aspects of Contemporary American Culture"
 2. "Hazards to Education in the United States"
 3. "The Egoist in Tragedy"
- VIII. Novel adaptations
 1. Ethan Frome - Edith Wharton
 2. The Turn of the Screw - Henry James
- IX. A series of 19 readings from prose classics - "Style in Literature"
- X. A series of 3 programs entitled "The Intellectual Adventure of Ancient Man"

These programs are prepared under the directorship of

Thorkild Jacobsen, Professor of the Oriental Institute,
University of Chicago.

XI. Some American Worthies

A series of programs on curious and interesting figures in the American past, men who are often forgotten. The programs are based on diaries, journals, and other books of personal record. Robert E. Streeter, Professor of English at the University of Chicago, conducts the programs.

XII. The Writer at Work

Programs composed of selections from letters, diaries and journals of writers, illustrating their conceptions of fiction and the particular problems which each encountered in his writing.

10. Grinnell College: PLAYERS' PROJECT

Herewith the statement received in answer to a request for an interim report on this project:

"The Grinnell College Radio Players' project under the NAEB through the Fund for Adult Education is proceeding on schedule, and it is expected that all parts of the project will be completed and delivered actually before December 1, which is the time called for in our contract.

"We have bought, edited, and produced the 13 patriotic plays, and every reaction from those who participated has been most favorable. They have not been publicly presented as yet and will not be so until the series begins, probably in October, on our regular time on WOI.

"The writing of the book is coming well, and there is no reason to believe that the contracted copies will not be delivered to the NAEB in advance of schedule.

"We are very happy not only to have been invited to participate in this over-all project but with what we have done and are doing on our particular unit here at Grinnell."

11. Indiana University: INDIANA FOLKLORE

Herewith the statement received from Director Elmer G. Sulzer:

"Please be advised that our project is completed, the tapes have been filed in your office, and our business office has been instructed to return to you our unexpended balance.

"This series has not been offered to Indiana stations as yet although we will issue a formal announcement to all of the commercial stations in the state next week. I might state, however, that we are running it at the present time on our own station, WFIU, and we have received a request from our South Bend Center to run the series in that area under their supervision and WLEC at Muncie has also requested it. I have no doubt but what at least 25 or 30 stations in this state will ultimately air the series."

12. University of Michigan: THEY FOUGHT ALONE

This series is now complete. Quoting from the most recent letter from Director Waldg Abbot:

"Under separate cover^W by express I am shipping to you the 13 tapes of the Fund for Adult Education, special grants project."

"The University of Michigan project was originally called "Freedom to Learn". We now use that as a subtitle and in an effort to make the programs more exciting, attractive -- the title is "They Fought Alone". You can start dubbing these for network distribution. We would prefer that they not be released by stations until October 1, for that is when we will release these programs over our two stations."

"Within the next two weeks I will mail to you 500 copies of a little announcement of the series" which I hope you will distribute to every program director of NAEE stations as a method of inducing them to request and carry this series of programs. You can send extra copies to anyone that would be interested. I think a number should go to Fund for Adult Education officers, Ford Foundation people, etc."

"I will mail in as soon as I get my statement from the University controller an expense account showing how the funds allocated to us have been expended. If I haven't done everything that I should do, please let me know."

The controller's statement, mentioned by Mr. Abbot, has also been received, but is not included with this interim report, because of length and nature. It reveals that a balance remains of \$115.31 unexpended by the University of Michigan.

13. University of North Carolina: AMERICAN ADVENTURE

This series is not yet complete. Herewith the report from Mr. John Ehle,

* copies attached

who is the Project Director for the University:

"According to the terms of our grant-in-aid, the series was to be completed within ten months of the date of the contract. Due to the television experiments which we carried on here, and to the use of local dramatic talent in the outdoor dramas which the Carolina Playmakers are producing this summer, it became evident some time ago that an extension of this production deadline would be to the best interest of the series itself, and an extension was requested and granted.

"It is our intention to have the first program produced by September 30th, and to produce programs on about a one-a-week schedule until the 13 have been completed.

"Thus far, ten programs have been written and distributed to our consultants. We are now able to state that all ten will be approved enthusiastically, and that the consultants are extremely well pleased.

"The remaining three scripts have been planned and drafts have been written for two of them. We are, therefore, in the happy position of knowing what each of our programs will be before the first one is produced, and thus being able to make necessary adjustments to insure a unity of style and purpose. Needless to say, the ambitious nature of our series proposal has been a difficult one to serve; we are happy that our consultants feel we are serving it adequately. But the examination of the basic values of man as these values have been modified and expressed in America has its confusing moments.

"We have, so far as I know, no clouds on the American Adventure horizon. The consultants and the staff of the Communication Center are cooperating to make this a worthwhile contribution."

Closing Note:

I believe the FAE Grants-in-Aid project has inspired and enabled many educational institutions to produce a series of significant programs for national distribution. We have not yet offered them to the network or released publicity on them, believing that they deserve a good release at the proper time, which is not yet.

We shall pursue these projects and reports, in the hope that a final report may soon be available. Meanwhile our sincere thanks to FAE for understanding the problems peculiar to educational institutions during vacation

Mr. G. H. Griffiths

Page 13

periods. It is our hope to make the utmost effort to complete their work as soon as possible, without compromising their significance.

Television material will be given over to the Center. In future grants-in-aid we have time provisions to insure receiving the entire series in each case in suitable (tape or film) form.

All Fall presentations in radio offerings will be made together, accompanied by appropriate press releases. It is our hope that this may be possible in October. It is assumed that television offerings will be made by the Center upon completion and receipt of television projects from R.E.B.

Sincerely,

Harry J. Skornia
Harry J. Skornia
Executive Director

HJS:jk

Enclosures: Director's Bulletin
They Fought Alone brochure
Worldy Review of International Town
People, Places, Politics brochure

cc: Officers and Directors
Grantees
Robert Hudson

RECEIVED
RADIO STATION

C O P Y

SEP 21 9 01 AM 1953

September 17, 1953

WILLIAM WISC
UNIVERSITY OF MASSACHUSETTS

Mr. Ralph Lowell
Trustee
The Lowell Institute
100 Franklin Street
Boston, Massachusetts

Dear Mr. Lowell:

The meeting with you earlier this week was most pleasant indeed. Please accept my thanks for your courtesy and your hospitality.

As the work of the Adult Education Committee nears completion, I am increasingly aware of the significance of your contribution to the success of the project and wish to repeat my thanks to you for your support and cooperation.

You will recall that we discussed the subject of special remuneration for Mr. Probst and Mr. Siegel for the time and energy they spent on these programs during the period of January 1 to September 1 of this year. I am aware that this should have been formalized before the work was done; nevertheless, it still seems desirable to reward them to some extent for their services. After rather lengthy discussion with the Committee, I would suggest that Mr. Probst be paid \$2,500.00 and Mr. Siegel \$1,500.00, a total of \$4,000.00. This represents one-half the amount Mr. William Harley would have received for this same period, and the work supervised by Mr. Probst and Mr. Siegel amounts to approximately half the work done by Mr. Harley. The division of the \$4,000.00 between the two men, as suggested above, is an approximation of the relative amount of work done by the two.

I trust you will give this suggestion your consideration and take such steps as to you may seem appropriate.

My kindest regards.

Sincerely yours,

Graydon Augustus
President, NAEB

GA:bc

September 30, 1953

Mr. G. H. Griffiths
Fund for Adult Education
914 East Green Street
Pasadena 1, California

Dear Mr. Griffiths:

In accordance with your suggestion that if any of the proposals contained in our preliminary request of August 28 required quick action, I designate them as desirable for action in October, herewith, briefly, mention of those three projects which we believe deserve prompt consideration:

1. The 1954 New York Monitoring Study: Rather than repeating full details, as outlined in the request referred to, I shall mention only that the complete outline is available in the August 28 draft, the survey being planned this year to study "The Handling of Public Issues by Television". The request amounts to a total of \$12,500.00.

2. Workshops, Seminars, Scholarships and Fellowships: Reference is made here to the proposals submitted to the Fund for Adult Education by Mr. Frank Schooley on behalf of the NAEB in May 1953, and repeated in the August 28 request.

Believing that one of the reasons for the somewhat limited attendance at the summer Television Seminar at Ames, Iowa and the Workshop at Urbana, was failure to announce these sessions a longer time in advance, which prevented a large number of desirable candidates from attending, I believe it would be desirable for us to be able to make plans on this basis as soon as possible. Requested, therefore, for October consideration, are funds for three television workshop sessions as follows:

- (a) One educational television management seminar.
- (b) One program planning and production workshop.
- (c) One community station organizational and promotional problems seminar.

An estimate of \$7,000.00 each is expected to be needed for these sessions, for a total of \$21,000.00. The sites of these workshops and seminars have not yet been decided on. It is hoped that arrangements can be worked out to hold them, respectively, in Texas, Pennsylvania or

Massachusetts, and Michigan.

In addition, plans should also be drawn up for the television engineering scholarships and the television workshop fellowships, also outlined in Mr. Schooley's earlier request, and repeated in our August 28 request. These total an additional \$18,700.00, for a total for these training seminars, scholarships and fellowships, of \$39,700.00 for the balance of the fiscal year.

In view of the fact that a considerable number of persons were unable to attend the Seminar and Workshop partly because of inability to secure funds for travel, it is suggested that some assistance for travel expense be provided in those cases when travel costs would exceed perhaps \$100.00. This would make possible attendance by such persons as representatives from Oregon and other distant points and numerous others who had to express their regrets at the time of the announcement of the Seminar and Workshop this summer. This would make smaller sums available for consultants' fees and other expenses.

3. The third item of the August 28 request: NAEB Consultant Services to Member and Prospective Member Stations, is also deemed to be of sufficient urgency to cause the President and Executive Committee to recommend this also for immediate consideration, in view of the urgent need of NAEB members and others for such services.

This request, as more fully explained in the August 28 request, covers the following areas:

- (a) Engineering consultant, and review services (studio, transmitter, FCC, which the second advisory committee reports as a primary area of responsibility for the NAEB)
- (b) Public relations and self-interpretation services development (It now appears that the person selected for this post might also now be given the assignment of publications editor for the NAEB, in view of the number of potential publications recently being submitted.)
- (c) Local management and organization services training
- (d) Local program and resource development services
- (e) Local production and writing development services
- (f) Continuing local audience and community research services.

Carrying out this responsibility, which would seem to fit naturally into the province of NAEB activities, would require an estimated \$96,000.00 per year, as outlined in the longer request of August 28. If a priority would have to be placed on the projects within this consultant area, it is likely that the NAEB Board and Executive Committee would begin with the engineering services area. However, all the areas covered in this request are urgent enough to cause the Executive Committee to avoid splitting this group, since efficient services of several of the types

mentioned here are likely to mean the difference between survival and non-survival of educational facilities, and in virtually all cases will significantly affect the degree of success of these operations. The proposed estimated annual budget, repeated here for convenience, is as follows:

1. Six consultants (full-time) at \$10,000 per year	\$60,000.00
2. Secretarial services for coordination and preparation of materials and reports	6,000.00
3. Publication and distribution costs	12,000.00
4. Travel at \$2,000 for each of the six consultants	12,000.00
5. Contingency \$6,000	<u>6,000.00</u>
Total requested	\$96,000.00

Repeating also the last four paragraphs of the August 28 request on this point:

"These consultant services, needed as education meets the demands of a communications revolution, are expected to cover both radio and television areas, and to be in addition to the hasty and improvised help NAEB's capable but busy members can provide in addition to their full-time institutional jobs plus NAEB work. They are intended to help unify the organizational approach in communications, to help clarify and integrate recording and distribution availabilities, and to help develop the abilities and respect of communications directors in their respective areas.

"Consultants would be chosen for full-time limited appointments, from among the best available in America, Europe, and/or Canada. The project would definitely last one full year, with expectation of a three-year course, but with review of programs desirable to ascertain the exact period during which it should be continued. It is certain, however, that without adequate legal research, legal promotion, and the many skills and talents necessary to make for successful community integration and technical operation, the frequencies, the stations, and the taped or filmed programs being prepared or already provided by NAEB and the Education Center, can not alone fill the great need that exists. In many cases the institutions concerned are centers of training programs for the radio and television personnel of tomorrow. This personnel must be far better trained than most personnel available today. This makes incumbent the maintenance of continually rising standards in all the areas mentioned above.

"It is felt that program, production and promotion on a national distribution scale are in good hands as envisioned for the Educational Television and Radio Center. But for services at and to local NAEB member stations, developing and raising the legal portions of the qualities and reputations of those stations, on which survival and success

in the long run must also depend, NAEB can not escape responsibility and the Center does not appear to have the sort of local roots desirable for maximum utilization.

"For a number of years, therefore, services should be available, on an organized basis, to fill needs which all NAEB officers hear wherever they go among their members -- and as outlined above. Total - \$96,000.00"

Summary of above requests:

1. New York Monitoring Study on "The Handling of Public Issues"	\$ 12,500.00
2. Workshops, Seminars, Scholarships and Fellowships for fiscal year 1953--1954	39,700.00
3. NAEB Consultant Services in the six listed areas, fiscal year 1953--1954	<u>96,000.00</u>
Total	\$148,200.00

Requests for other services, as revised from the August 28 memorandum, will be presented at a later date, upon receipt of the suggestions of the NAEB membership and officers later this fall. We are very grateful for the additional time available, and for the opportunity to present the present selection for immediate action at this time.

Respectfully submitted on behalf of the
NAEB Executive Committee, for President
Graydon Augmas.

Harry J. Spornia
Harry J. Spornia, Executive Director

HJS:jk



Crusade for Freedom

A Project of

THE AMERICAN HERITAGE FOUNDATION

345 EAST FORTY-SIXTH STREET, NEW YORK 17 N. Y. • OXFORD 7-3939

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C. M. VANDERBEE
Executive Director

ROBERT W. ROSE
Assistant Executive Director



October 5, 1953

rec'd 10/9/53

Seymour N. Siegel, President
National Association of Educational Broadcasters
Room 2500, Municipal Building
New York 7, New York

Dear Mr. Siegel:

In my telegram of Wednesday I said I would send you details of the closed meeting at the Pentagon in Washington on October 20th.

The session will be briefed by high government officials on conditions in the strategic satellite countries behind the Iron Curtain. The program and methods of operation of Radio Free Europe, which broadcasts practically around the clock to this critical area, will be presented, as well as other activities of the National Committee for a Free Europe. This session has been arranged at the suggestion of President Eisenhower to give outstanding leaders of American life a close look at this situation and what is being done to bring the truth to the captive peoples of Europe, sustain their hope and strengthen their will to resist Communist domination.

In addition, plans will be discussed for the forthcoming educational and fund-raising programs of the Crusade for Freedom, a project of the American Heritage Foundation, in which we hope to have your participation and assistance.

It is hoped that you will make every effort to attend this afternoon session and the dinner the following evening at the Mayflower Hotel where we will be addressed by the Hon. Walter Bedell Smith, Under Secretary of State and formerly our Ambassador in Moscow; by Walter Reuther, President of the CIO, and others.

It would be appreciated if you will fill out and mail the enclosed information card. Also enclosed is our tentative program.

This letter will assure admission to the Pentagon meeting.

Sincerely,

Henry Ford II
Chairman of the Board

Encl-2
HFII;vw

BOARD OF TRUSTEES:	William D. Askren	Barney Balaban	Chester I. Barnard	Don Belding	James G. Blaine	Harold W. Brightman
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Rw.
615-616

Crusade for Freedom

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EDWIN L. WEISS
Secretary

JAMES C. BLAINE
Treasurer



G. M. VANDERBURG
Executive Director

ROBERT W. ROSS
Assistant Executive Director

October 5, 1953

Mr. Graydon Ainsworth.

In my telegram of Wednesday I said I would send you details of the closed meeting at the Pentagon in Washington on October 21st.

The session will be briefed by high government officials on conditions in the strategic satellite countries behind the Iron Curtain. The program and methods of operation of Radio Free Europe, which broadcasts practically around the clock to this critical area, will be presented, as well as other activities of the National Committee for a Free Europe. This session has been arranged at the suggestion of President Eisenhower to give outstanding leaders of American life a close look at this situation and what is being done to bring the truth to the captive peoples of Europe, sustain their hope and strengthen their will to resist Communist domination.

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EXPLANATION OF
NAEB ENGINEERING CONSULTATION SERVICES
FOR WHICH FUNDS ARE REQUESTED FROM
THE FUND FOR ADULT EDUCATION

October 20, 1953

I. General:

Since the NAEB visualizes its responsibilities as a service organization to members and educational broadcasters of AM, FM and TV alike, it is reluctant to single out any one of the consultant service responsibilities expected and demanded of it by its members. This separate statement on the specific need and request for consultant service funds in the engineering and technical area is therefore to be considered as only a part of the whole service NAEB must continue to provide increasingly both in radio and television.

At a meeting of the Executive Directors of the JOET, NCET and NAEB in Washington, on October 9, 1953, the areas of jurisdiction among these organizations was discussed. Since NAEB services must be visualized as of a permanent, service nature, its inability to handle obviously transient and temporary problems of the sort until now handled by JOET and NCET is recognized. On the other hand operational and production problems involving long-range training, maintenance, instructional and broadcast standards, etc. must be assumed by NAEB, whose members not only look to it for, but decide on the necessity of its providing, such services.

In meeting these needs, the NAEB is only retaining the dynamic responsiveness to genuine operational needs of the sort which it has always had and which it must continue indefinitely to have if its membership and the cause of educational broadcasting are to be served. The NAEB must be equally concerned with all wireless media, with favoritism to none; its activities and

October 20, 1953

emphases must, however, change with changing needs, within that permanent frame of service objectives. Its constituency doubts that educational institutions, when faced with the withdrawal, in whole or in part, of Foundation assistance, will be rich enough to support more than a minimum number of organizations, providing genuine services. The NAEB can undoubtedly provide better services with assistance than without, but its obligations are realities, as they have been for the past twenty eight years, which it must meet regardless of sources of funds, relying heavily on the knowledge, resources and cooperation of its members.

The funds requested would be administered under the guidance and direction of the NAEB Engineering Committee and NAEB Officers, subject to semi-annual review by the NAEB membership.

II. Services to be Provided:

A. Training, up-grading of technical production standards in television:

1. Television audio problems.
2. Camera operation and potentials.
3. Film editing problems.
4. Kinescope recorder operation training and maintenance.
5. Development of technique idea exchange through Engineering Committee publications.
6. Educational institution integration (production, classroom use, experimentation).
7. A study of areas in which Workshops and Seminars may prove to be necessary for the technical staffs, particularly of television

October 20, 1953

stations, at this time.

B. Same for NAEB radio stations (which are frequently in the same building, and almost always in the same city as television member stations. It is visualized that the NAEB consultant selected for this work should be outstandingly qualified in television but not exclusively a television engineer). Other (radio) services to include:

1. Establishment of more uniform standards of recording, editing, equipment adjustment for broadcast: standardization of equipment, tape, reels, and handling and operational procedures.
2. Particular assistance to school-operated stations whose staffs are frequently largely students, with integration often conspicuous in in-training programs.

(The technical area is frankly one in which educational broadcasters very frequently fall down very seriously. This area is, however, so closely linked to production and other problems of local operation, that the NAEB hopes all requests may eventually be granted as outlined in our August 28 presentation, so that proper integration of consultant services may be established, as there outlined. The urgency of this need increases with the increase in the number of NAEB members exchanging programs.)

C. Facsimile: The need exists for keeping an eye on facsimile developments, the economy of which, added to the possibility of permanent records, makes it seem too useful to be neglected indefinitely. The NAEB must consider the likelihood that eventually all wireless media will find their best

October 20, 1953

educational and industrial use and level in accordance with natural and economic laws. The NAEB's technical consultant, reporting back to its engineering committee, will provide the unifying information source for education in this area, though few services would at first be likely.

III. Budget Requested:

Consultant, for one year (Estimated).....	\$11,000.00
Travel funds.....	3,000.00
Secretarial services.....	2,000.00
Publication and distribution costs.....	4,000.00
Contingency.....	~~2,000.00~~
	\$22,000.00

This sum is slightly larger than one-sixth of the earlier total request, since this is always one of the more expensive of areas of service. Also, certain mechanics of secretarial and publication nature need setting up whether for one or for more than one consultant service. A certain per unit saving would of course accrue, and all six consultant projects should still not amount to more than the requested \$96,000.00, as now planned and requested.

IV. Conclusions:

If the many requests from member and potential member stations, already in, are to be met in time to be of maximum service, this service should be ready to be started on or about January 1, 1954. This would require selection of consultant within the next six weeks. The NAEB would therefore be

October 20, 1953

grateful for consideration of this request at the October meeting of the
FAE board.

Respectfully submitted
for NAEB President Graydon Augman

Harry J. Skornia

Harry J. Skornia
Executive Director

SURVEY OF PHYSICAL PLANT AND EQUIPMENT
IN TV OPERATIONS OF NAEP MEMBERS

Television Operations Committee
Report No. 1

Compiled by
Ray J. Stanley

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The National Association of Educational Broadcasters

14 Gregory Hall
Urbana, Illinois
October, 1953

I - How Survey was Conducted

A questionnaire (sample attached) was distributed to 18 NABE members who were either on the air, in closed-circuit operation, or acquiring equipment. Institutions included:

University of Minnesota	Philadelphia Board of Education
Iowa State College	Syracuse University
University Iowa	Western Reserve University
Kansas State College	Michigan State College
University of Oklahoma	University of Michigan
St. Louis Educ. TV Commission	Wayne University
University of Houston	University of Illinois
University of North Carolina	University of Southern California
Audio-Visual Education, New Jersey	Ohio State University

Five institutions replied indicating they were unable, as of Oct. 1, 1953, to supply the information.

Eight institutions returned completed questionnaires, which are the basis of this survey. For purposes of brevity in later sections of the report, they've been designated alphabetically as follows:

- A - University of Iowa, Iowa City (John Winnie)
- B - Syracuse University, Syracuse, New York (Kenneth Bartlett)
- C - Iowa State College, Ames (Richard Hull)
- D - Michigan State College, East Lansing (Armand Hunter)
- E - University of Illinois, Urbana (Robert B. Hudson)
- F - St. Louis Educational TV Commission (Charles Guggenheim)
- G - University of Michigan, Ann Arbor (Carnet Garrison)
- H - University of Wisconsin, Madison (H. B. McCarty)
- *I - University of Houston, Houston (John C. Schwarzwald)

*Supplementary information was supplied by Dr. John C. Schwarzwald, Manager of station KUHT, Houston, Texas, in March, 1954, and has been incorporated into this report.

II - SAMPLE QUESTIONNAIRE

LICENSEE (Or institution) _____ CHANNEL _____

LOCATED AT _____

NAME AND TITLE OF DIRECTOR _____

NOTE: PLEASE ASTERISK ENTRIES WHICH DO NOT EXIST BUT ARE DEFINITELY PLANNED

PHYSICAL PLANT

BUILDING New _____ Describe briefly type construction _____

Converted _____ Construction _____

Former use _____

STUDIOS	<u>How many</u>	<u>Size</u>			<u>#Vid Channels</u>	<u>#Aud Channels</u>
		_____ ft.	_____ ft.	_____ ft. high		
	_____	_____ ft.	_____ ft.	_____ ft. high	_____	_____
	_____	_____ ft.	_____ ft.	_____ ft. high	_____	_____

Additional rehearsal studios? _____

MAKE-UP ROOMS (Number & size) _____

CONTROL ROOMS:

Master _____ ft x _____ ft _____ ft high. Elevation over studio _____ ft.

Sub 1 _____ ft x _____ ft _____ ft high. " " " _____ ft.

Sub 2 etc.---

PROJECTION ROOM _____ ft x _____ ft _____ ft high

Proximity to control _____

SHOPS (AND WORK ROOMS)

Electrical _____ ft x _____ ft _____ ft high Access to Studio _____

Carpentry _____ ft x _____ ft _____ ft high " " " _____

Art & Design _____ ft x _____ ft _____ ft high " " " _____

Storage (sets) _____ ft x _____ ft _____ ft high " " " _____

Photography: Dark room _____ ft x _____ ft _____ ft high

Editing and storage _____ ft x _____ ft _____ ft high

EQUIPMENT -- Studio and Auxiliary

(Please asterisk items planned but not yet procured)

TV CAMERA CHAINS

<u>How many</u>	<u>Mfr</u>	<u>Field</u>	<u>Studio</u>	<u>Type</u>	<u>Mounting</u>
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Film chains _____

Flying Spot Scanner _____

<u>AUDIO</u>	<u>Microphones</u>	<u>How many</u>	<u>Type</u>	<u>Mfr</u>
	Room	_____	_____	_____
	Desk	_____	_____	_____
	Stand	_____	_____	_____
	Hand	_____	_____	_____

<u>CONTROL</u>	<u>Video</u>

	Audio _____

<u>PROJECTION</u>	<u>No.</u>	<u>Mfr</u>
Film	_____	_____
Transparency	_____	_____
Opaque	_____	_____

<u>PHOTOGRAPHIC</u>	<u>No.</u>	<u>Size</u>	<u>Mfr</u>
Movie Cameras	_____	_____	_____
Still Cameras	_____	_____	_____
Movie Processor	_____	_____	_____
Movie Printer	_____	_____	_____

<u>RECORDING</u>	<u>No.</u>	<u>Type</u>	<u>Mfr</u>
Audio	_____	_____	_____
Kinescope	_____	_____	_____

EQUIPMENT - Transmitter

CHANNEL _____

MFR _____

POWER _____ Video - _____ Audio _____

GAIN _____

TOWER HEIGHT _____

YOUR RECOMMENDATIONS PLEASE

We'll be happy to have your recommendations or advice on matters of space and equipment other than are covered by this questionnaire. Floor plan? Studio arrangement? Etc.

Please return to: Ray J. Stanley, Dir.
U. W. TV Laboratory
Old Chem Engrg Bldg
Univ of Wisconsin
Madison 6, Wisconsin

III - GENERAL SUMMARY OF INFORMATION

This summary follows the same outline of space and equipment as the questionnaire. It is an attempt to select the significant areas of similarity and agreement in the plant and equipment situation at institutions reporting.

For complete tabulation of each Questionnaire item, see Section IV.

BUILDINGS

New: None completed as of Oct. 1, 1953. One in blueprint stage (St. Louis).

Converted: All nine institutions operating in converted space. Former usage of space: Radio studios, Exhibit Hall, Quonset Huts, Under Stadium (2), Gymnasium, Dance Hall, Chemical Engineering Laboratory.

STUDIOS

Number: Four institutions report 3 studio layout
One institution reports 2 studio layout
Four institutions report 1 studio layout

Size: Largest studio planned - 90' x 135' x 21' high
Largest studio in use - 75' x 50' x 30' "
Median studio in use - 40' x 43' x 13' "
Smallest studio in use - 15' x 15' x 12' "

Highest studio - 30'

Median studio - 20'

Lowest studio - 12'

Largest number Video Channels - 4

Median number Video Channels - 3

Smallest number Video Channels- 1

Largest number Audio Channels -12

Median number Audio Channels - 8

Smallest number Audio Channels- 2

(Note: Three institutions provide dry rehearsal studio space ranging in size from 28' x 17' to 40' x 35')

MAKE-UP ROOMS: Five institutions report provision for two make-up rooms each, ranging in size from 9' x 14' to 18' x 24'. One institution reports provision for one make-up room. Three institutions report no provision for make-up rooms.

CONTROL ROOMS

Five institutions report as many control rooms as studios
Two institutions report 2 control rooms for 3 studios
One institution reports 1 control room for 3 studios
One institution reports 3 control rooms for 1 studio

Largest control room - 32' x 21' x 12' high
Median control room - 15' x 15' x 14' "
Smallest control room - 6' x 12' x 9' "

Elevation of Control Room over studio: Highest - 13'
Median - 4'
Lowest - Four report no elevation

PROJECTION ROOMS

Size: Largest - 23' x 21' x 12' high
Median - 15' x 10' x 12' "
Smallest - 6' x 8' x 10' "

Proximity:

In 7 cases, projection room is on same floor as control, immediately adjacent to 50 feet distant. In 1 case, projection room is one floor down directly below control.

SHOPS

All reporting institutions provide shop and work space for Electrical maintenance, Carpentry, Art & Design, and Storage. Sizes range as follows:

Electrical Shop: 10' x 7' x 10' to 24' x 30' x 14'
Carpentry : 15' x 15' x 10' to 40' x 60' x 15'
Art & Design : 10' x 10' x 10' to 40' x 60' x 15'
Storage : 20' x 20' x 12' to 50' x 50' x 15'

Access to Studio from shop space:

Nearly all shop and work space is located on same floor as studios, adjacent or up to 50 feet distant.
Only important variations: four cases in which Art & Design shop is located one flight below studio or in another building.

PHOTOGRAPHY

Seven of nine plants provide darkroom space ranging in size from 6' x 12' to 15' x 15'. Eight of nine plants provide space for film editing and storage. Range in size: 10' x 7' to 20' x 25'.

CAMERA CHAINS

Number: Greatest number in one plant - 6 I-O, 3 film chains
Smallest number in one plant - 3 I-O, 1 film chain

(Note: Four plants use flying spot scanner in addition to one or more film chains)

Type: Predominantly "Field"

Mounting: Predominantly Tripod-Dolly, Several Pedestals, Several Crane Mounts

Manufacturers: RCA predominant, CFI and Dumont about equally represented

AUDIO:

Wide range represented in number, type, and manufacturer of microphones.

Mounting: All types (Boom, Desk, Stand, and Hand) are represented. Considerable variety in type of boom is reported: six plants report "perambulator" or other movable types of boom in addition to fixed boom mounts.

Largest number of microphones reported (all types)	-	16
Median number of microphones reported	" "	- 11
Smallest "	" "	- 6

PROJECTION

Generally, all plants report projection facilities for 16mm motion pictures, still transparencies and opaques. (See Table X for makes and manufacturers)

16mm projectors: one reports 4 projectors
two report 2 projectors
six report 1 projector

Transparencies: All but one plant report at least one device for 3½"x4" and 2"x2" slides.

Opagues: All but one plant report at least one opaque projector.

PHOTOGRAPHIC (See Table XI for details)

Motion Picture Cameras: Seven plants report owning (or having access to) 16 mm cameras, both silent and sound.

Largest number of 16mm cameras	~	9
Median number of "	"	~ 4
Smallest number of "	"	- 1

Still Cameras: Five plants report owning still camera equipment in sizes as follows:

2 $\frac{1}{4}$ x 2 $\frac{1}{4}$	(Kodaflex)
3 $\frac{1}{4}$ x 4 $\frac{1}{4}$	(Speed Graphic)
4 x 5	(Polaroid Land Camera)

Motion Picture Processors: Five of nine plants report owning motion picture processing equipment: Three are GPL or De Pre Pot Processors; the other two are general purpose processors.

Motion Picture Printers: Only one plant reports owning movie printing equipment.

RECORDING

Audio: Tape as well as disc recording facilities are available at all plants, tape being predominant. Manufacturers represented: RCA, Magnecord, Maurer (optical), Ampex, and Stancil-Hoffman.

Video: Seven of nine plants report owning the GPL 16mm kinescope recorder.

IV - TABULATED INFORMATION

This section tabulates responses from all institutions according to questionnaire heading.

TABLE I

(Same as summary, section III)

TABLE II - STUDIOS

<u>Inst.</u>	<u>Number</u>	<u>Dimensions</u>	<u>Vid. Channels</u>	<u>Aud. Channels</u>
A	3	63 x 38 x 30 high 90 x 50 x 25 90 x 35 x 21	Not determined	
B	1	35 x 22 x 12 high	4	8
C	2	45 x 78 x 14 high 30 x 36 x 14	3 1	6 2
D	3	40 x 50 x 13 high 40 x 43 x 13 20 x 24 x 13	Not determined	
E	1	75 x 50 x 30 high	3	4
F	3	75 x 45 x 25 high 40 x 30 x 20 60 x 35 x 25	3 1 3	12 12 12
G	1	44 x 43 x 23 high	3	9
H	3	25 x 35 x 12 high 20 x 30 x 12 15 x 15 x 12	3 3 3	6 6 6
I	1	37 x 26		

TABLE IIA - REHEARSAL STUDIOS

A	2	40 x 35 40 x 35
B	None	
C	"	
D	"	
E	"	
F	2	30 x 30 30 x 30
G	1	28 x 17
H	None	
I	"	

TABLE II-B - MAKE-UP ROOMS

<u>Inst.</u>	<u>Number</u>	<u>Dimensions</u>
A	2	20 x 18
B	None	
C	2	9 x 14 x 9 12 x 14 x 9
D	2	18 x 20 18 x 24
E	None	
F	2	15 x 20 15 x 20
G	2	12 x 18
H	None	
I	1	

TABLE III - CONTROL ROOMS

<u>Inst.</u>	<u>Number</u>	<u>Dimensions</u>	<u>Elevation Over Studio</u>
A	1	32 x 21 x 12	13 feet
B	1	15 x 10 x 10	2 feet
C	2	15 x 15 x 9 10 x 6 x 9	1 " none
D	3	32 x 20 26 x 14 20 x 14	none " "
E	1	20 x 15 x 10	2
F	2	25 x 20 x 15 15 x 15 x 15	12 12
G	3	13 x 21 x 9 18 x 21 x 9 6 x 12 x 9	none 2 none
H	2	12 x 20 x 12 12 x 20 x 8	none 4
I	1		

TABLE IV - PROJECTION ROOMS

<u>Inst.</u>	<u>Dimensions</u>	<u>Proximity to Control</u>
A	23 x 21 x 12	Immediately below
B	15 x 10 x 12	15 feet distant
C	15 x 24 ¹ / ₂ x 14	approx 30 feet distant, same floor
D	11 x 3	adjacent to Master Control
E	8 x 6 x 10	next door
F	20 x 20 x 15	10 feet away
G	16 x 18 x 9	adjacent to master control
H	15 x 18 x 12	same floor
I	None	

TABLE V - SHOPS

<u>Inst.</u>	<u>Electrical</u>	<u>Carpentry</u>	<u>Art & Design</u>	<u>Storage</u>
A	20 x 23 x 10 adjacent studio	40 x 60 x 15 below studio	40 x 60 x 15 below studio	40 x 60 x 15 below studio
B	10 x 10 x 12 adjacent	20 x 20 x 10 30 feet from studio	10 x 10 x 10 20 feet	40 x 40 x 15 30 feet
C	24 ¹ / ₂ x 30 x 14 through hall, same floor	40 x 22 x 14 through hall, same floor	30 x 34 x 9 across street	18 x 40 x 14 1 mile away
D	12 x 24 24' from Studio B	18 x 30 24' from Studio A	20 x 96 adjacent to studio	20 x 96
E	10 x 7 x 10			
F	20 x 15 x 10 adjacent	35 x 30 x 15 adjacent	30 x 20 x 15 adjacent	50 x 50 x 15 adjacent
G	7 x 12 x 9 adjacent to Master Control	26 x 43 x 23 adjacent	12 x 13 x 9 down 1 flight	same as carpentry
H	15 x 5	15 x 15	15 x 15	20 x 20
	-----one flight down-----			
I	One (Maintenance Room)		One	Two

TABLE VI - PHOTOGRAPHY

<u>Inst.</u>	<u>Dark Room.</u>	<u>Editing and Storage</u>
A	12 x 9 x 10	20 x 14 x 10 14 x 12 x 10
B	none	15 x 12 x 10
C	8 x 8 x 8	15 x 20 x 9
D	8 x 16	20 x 13
E	8 x 10 x 10	10 x 7 x 10
F	15 x 10 x 10	20 x 25 x 10
G	6 x 12 x 8	8 x 18 x 9
H	15 x 15	---
I		One

TABLE VII - CAMERA CHAINS

<u>Inst.</u>	<u>No.</u>	<u>Manufacturer</u>	<u>Type</u>	<u>Mount</u>
A	3	RCA	Studio	Pedestal, Dolly, Crane, Tripod
B	3	GE, Dumont	Field	Tripod
C	6	Dumont (4) RCA (2)	Field Studio	
D	3	GPL (1) RCA (2)*		Field Dolly, Panoram Dolly
E	3	GPL		Tripod, TC-1 Houston Crane*, Houston Pedestal*
F	4	RCA	Field	Tripod, casters
G	3	RCA	Field	1 pedestal, 2 tripod dolly
H	3	GPL	Field	2 tripod dolly, 1 homemade platform
I	1	Federal		

TABLE VIIA - FILM CHAINS

A - 1 film chain, 1 flying spot scanner
 B - 1 GE
 C - 1 GE Eke, 1 RCA Eke, 1 Telechrome flying spot scanner^a
 D - 1 RCA chain
 E - probably Vidicon^a
 F - 2 RCA Ekes
 G - 1 GE Eke, 1 scanner^a
 H - 1 film chain
 I - 1 Federal FIL - 56AP, 1 Federal FTL - 93A Poly-eter scanner, (Dumont film scanner on order)

TABLE VIII - MICROPHONES

<u>Unit</u>	<u>Room</u>	<u>Desk</u>	<u>Stand</u>	<u>Band</u>
A	3 floor, 1 perambulator	2	1	2
B	1 - 77-B	3 77-B	6 81-1-A	1 Electrowriter
C	1 peramb, 2 Langham, 1 Century, 2 RCA fixed	7 RCA-TR-1A	1 77-B	2 Slinair
D	1 peramb, 2 goose-neck	12 mikes used interchangeably - 77's, 83's, K20, H1A, Sennheiser Model 90		
E	2 peramb Small	2 C37, 1 RCA Cavalier 1-300		
F	1 Hydraulic all purpose	10		1 Sennheiser
G	1 77-B	2 77-B	2 44 CX	1 Sennheiser
H	1 Small	4	2	1
I	1 RCA MI-26573 Boom and Perambulator	4 Altec 639-B 2 Altec M-11 2 RCA RTA		

TABLE IX - AUDIO-VISUAL CONTROL

<u>Inst.</u>	<u>Video</u>	<u>Audio</u>
A	RCA	RCA
B	GE - Dumont	RCA TV Consolette
C	2 Dumont 4-channel,* 1 Dumont 9-channel, 1 Cates 4-channel master, 1 2-channel homemade	1 RCA PC-2B modified for 6 studio
D	RCA - CPL	RCA Console 76-D, field 4N12A
E	CPL	GE RA-11 console
F	2 Studio & Master RCA	2 12-channel Altec
G	RCA field switcher and Master Monitor	Cates SA-40
H	CPL	Altec console 6-channel
I	Federal G.E.	RCA PC-2B Studio console

TABLE X- PROJECTION

<u>Inst.</u>	<u>Film</u>	<u>Transparency</u>	<u>Opsone</u>
A	*		
B	1 GE Synchronolite	1 Ebusch & Lamb	1 GE Balopticon
C	2 GE Synchronolite 16mm*	1 GE 2 1/4x4, 1 2x2 1 Gray Dual Disc 2x2*	GE 3 1/4x4
	Soon to install 2 RCA TP16-E 16 mm film projector and Gray 2x2		
D	1 RCA	1 Gray Telejector Model 2A Selectroslide Jr - Spindler & Sauppe	
E	CPL	Selectroslide	
F	2 Eastman	-----Gray Telop-----	
G	1 GE Synchronolite 1 GE " "	1 GE	1 GE
H	1 CPL	3 2x2 1 3x4	2 Small
I	1 Holmes		

TABLE XI - MOVIE CAMERAS

<u>Inst.</u>	<u>No.</u>	<u>Size</u>	<u>Manufacturer</u>
A	9	16 mm	Bell-Howell, Eolex, Cine Special, Auricon
B	None		
C	1	16 mm	Cine Special
D	1	16 mm	Auricon
E	5	16 mm	1 Bell & Howell, 1 Victor, 1 Cine Special, 2 Maurers
F	4	16 mm	Bell & Howell 70-DL
G	1	16 mm	Eolex
H	1	16 mm	Bell & Howell 70DL
I	None		

TABLE XII - STILL CAMERAS

A	1	2 $\frac{1}{4}$ x2 $\frac{1}{4}$	Rolleflex
B	None		
C	1	4x5	Polaroid Land Camera
D	None		
E	None		
F	2		Rolleflex, Speed Graphic
G	1*	4x5	Speed Graphic with Polaroid Back
H	1	3 $\frac{1}{4}$ x4 $\frac{1}{4}$	
I	None		

TABLE XI-B - MOVIE PROCESSOR

A - 2	F - 1 16mm DeRe Not Processor
B - None	G - None
C - 1 16mm GPL Not Processor	H - Houston Fearless
D - None	I - None
E - 1 16mm GPL	

TABLE XI-C - MOVIE PRINTER

A - 2 Bell-Howell

Others have none

TABLE XII - AUDIO RECORDING

<u>Inst.</u>	<u>No.</u>	<u>Type</u>	<u>Manufacturer</u>
A	1		RCA
D	1	Disc	Homemade
	6	Tape	Magnecorder
C	1	Ekotape, 2 magnecords, 2 presto table not in TV section but available	
D	1		Ekotape
E	1		Maurer (Optical)
	2	S-5	Stancil-Hoffman (Sure Tape)
F	2		Stancil-Hoffman
G	1*	401	Ampex
H	1	Tape	Magnecorder
I	1	Tape	Ampex

TABLE XII-A - VIDEO RECORDING

A - 1 GPL, 1 Stancil Hoffman	F - 1 CIL
B - none	G - 1 GPL PA-300
C - 1 GPL PA-300	H - 1 GPL
D - 1 GPL	I - none
E - 1 GPL PA-400	

* Did not exist at the time of this survey, but are definitely planned.

(FOR NAEB MEMBERS ONLY)

SALARY SCALES
OF
SIX EDUCATIONAL TELEVISION STATIONS

Television Operations Committee
Report No. 2

Compiled by
Ed Wegener

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The National Association of Educational Broadcasters

14 Gregory Hall
Urbana, Illinois
October, 1953

Administrative and Managerial; Director

Secretarial

\$ 2,500-
4,000

2,600-
3,200

\$ 6,500
11,000

\$ 7,000+
2,700-
3,000

Business Manager

4,000-
5,000-

7,000

Research Director

\$ 5,000-
6,000

Publicity Director

5,000

Traffic Manager

4,500

Programming;
Program Director

6,000-
9,000

6,000-
7,000

(12)

Production Supervisor

6,000

4,000-
5,000

6,300
7,000

Script Supervisor

5,000-
7,000

3,200-
4,160

3,840-
4,620

	A	B	C	D	E	F
Producer-Director	\$ 5,000- 7,000	\$ 5,900			\$ 4,560- 5,340 (19)	\$ 3,700- 4,200
Asst. Director and Associate Producer	1.50-2.00 (14)	3,133 (14)				
Floor Manager		Non-Paid Students		\$ 1,250 (7)	4,140- 4,920	
Chief Announcer					3,840- 4,620	
Studio Supervisor					3,840- 4,620	
Art Supervisor	5,000- 7,000	6,000			4,500- 5,340	5,000
Production Assistant	1.25-1.50 (14)	Non-Paid Students				
Film Editor		3,200- 4,650			4,560- 5,340	5,000
Film Librarian		1,500- 3,200				
Writer	5,000- 7,000 (15)					3,700- 4,200

	A	B	C	D	E	F
Announcer		\$ 3,640- 4,618				
Artist	\$ 1.50-2.00 (14)	2,600- 3,500				
Film Assistant	1.25-1.50 (14)					
Composer	1.50-2.00 (14)					
Musician	1.25-1.50 (14)					
Technical: Chief Engineer	8,000- 10,000	8,000		\$ 4,800	\$ 5,400- 6,600	
Studio Technical Supervisor	5,000- 7,000	5,200- 7,250			4,950- 6,120	
Transmitter Supervisor	5,000- 7,000					
Engineer (General)	4,000- 7,000 (25)		\$ 4,000- 5,000	3,720		\$ 4,600 6,000

	A	B	C	D	E	F
Transmitter Engineer		\$ 3,650- 6,175			\$ 4,560- 5,340	
Audio Engineer		4,150- 6,175	(3)	Paid Students	4,160- 4,920	
Video Engineer		Non-Paid Students		Paid Students	4,560- 5,340	
Recording Engineer					4,560- 5,340	
Film Supervisor	\$ 5,000- 7,000	6,175				
Cinematographer-Processor		4,000- 8,250				
Editor Processor		6,175- 8,250				
Cameraman		3,667- 6,175	(3)	3,540- 4,320		(13)
Photographer	5,000- 7,000					

	A	B	C	D	E	F
Lighting Supervisor					\$ 3,840- 4,620	
Projectionist		\$ 4,200- 6,175			\$ 3,120- 3,660	
Electrician		2,600- 6,175				
Maintenance		6,175				
Carpenter		3,500- 6,200		\$ 2,400		
Stage Hand		6,175 (2)				
News, Sports, Etc. News Director		6,000- 6,500			4,980- 6,120	\$ 5,000
Newman (Reporter)		4,500- 5,200				
Newman (Writer)		3,500- 5,000				

A

B

C

D

E

F

Sports Director

\$

4,980-
6,120

Farm Director

4,980-
6,120

Women's Director

4,980-
6,120

Footnotes

- 1) For Station B, where two salary figures are shown for a position, this does not represent an actual salary range; rather the smaller figure is based on the assumption of non-union employees (occasionally part time), while the larger is the salary that would have to be paid if it is necessary to hire union employees for those positions. This does not apply to "secretarial." In this case the two figures represent the salary range of the various secretaries.
- 2) If non-union, this work will be done by non-paid student help.
- 3) Also some non-paid student help.
- 4) Also non-paid student assistant directors.
- 5) Entire staff, except for maintenance engineers, also teaches. Teaching load always at least two full-time courses, usually more.
- 6) All jobs, other than those indicated as having a salary range, are handled by graduate students.
- 7) \$1250 is paid to each of two graduate assistants for half-time on a 10-month basis. They are floor managers during production periods and are charged with additional responsibilities in supervision of students in lab, preparation of graphic materials.
- 8) Also functions as traffic manager for the time being.
- 9) Department heads, such as research, operations, program, production, etc. have academic rank and can range from instructor to professor with a resultant wide salary range of \$3600 - 11,000.
- 10) Student help used in supplementing the studio production crews and on part-time assignment in programming for writing and announcing. Qualified students supplement regular cameramen and projectionists, and occasionally audio engineers if necessary. The largest use of students is in studio production; such as props, scenery, writers, dolly pushers, director's assistants, etc. Student rate is 80¢ per hour except where specialized training and abilities are needed in which case hourly rate can range up to \$1.50.
- 11) All professional members of the staff also teach.
- 12) Do not have a Program Director.
- 13) Do not use professional cameramen.
- 14) Hourly rate for part-time student help.
- 15) Also use students at an hourly rate of \$1.50-2.00.
- 16) Actually Writer-Directors

SURVEY OF TYPICAL COSTS
OF
TYPICAL EDUCATIONAL TELEVISION PROGRAMS

Television Operations Committee
Report No. 4

Compiled by
Vernon Bronson

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The National Association of Educational Broadcasters

14 Gregory Hall
Urbana, Illinois
October, 1953

A questionnaire was sent to twenty-four centers. There was a total of seventeen returns -- four of these reported "no experience." Indicating "no experience" were three universities and one school system. Twelve of the returns made detailed reports on typical program costs -- of these, there were eight colleges or universities and five public school systems. There were twenty-five program reports submitted covering eleven different types of programs. According to the survey the most popular, or at least the most prevalent, type of program is the LECTURE-DEMONSTRATION or INTERVIEW-DEMONSTRATION type. This type nearly doubled its nearest competitor, the PANEL. MUSIC, DOCUMENTARY and straight INTERVIEW were about even for last place in terms of numbers of programs reported.

Of course the total experience is limited and the range of the survey rather narrow, but in the light of the present experience the reports were detailed and fairly comprehensive; and the results do appear to indicate that educational television programs can be produced at very small cost. However, this conclusion must be modified with the further provision that this appears to be true only if there is a competent and adequate staff, access to the resources and other personnel of the educational institution involved and cooperation from commercial broadcasters and other community agencies. A closer look at the results of the survey indicates that many necessary costs were absorbed by effective staff operations or by contributions from outside personnel and other organizations. However, it seems reasonable to assume that an educational institution - either a university or a public school system

can expect to a considerable degree to continue to receive assistance and contributions from outside personnel and other agencies. In view of the basic character of educational broadcasting and the many differentiating factors involved it appears that there is very little correlation between typical costs of commercial programs and typical costs of educational programs.

However, if any member stations tend to be guided by the results here indicated it is only fair to remind them that many fixed costs of staff and station operation must be added to arrive at true costs. Of course, it should also be noted that these fixed costs will vary from station to station and from situation to situation depending upon the kind and degree of these various differentiating factors which we have previously mentioned.

In the twenty-five reports the following "PROGRAM OBJECTIVES" were indicated:

Instruction for College Credit.....	1
Curriculum Enrichment.....	5
Home Instruction (Pupil).....	1
Home Instruction (Adult).....	13
Public Relations and Orientation.....	5
(Of the Adult Home Instruction group two reported a second objective of Public Relations)	

The following sources of scripts were reported:

Staff.....	3
Commercial Station.....	2
Students.....	1
Faculty.....	4
No Scripts Used.....	5
Scripts Used consisted only of Formats	4

The only costs reported for scripts by anyone were the prorata costs of staff salaries.

Most of the programs were reported as being produced on single sets with the following types indicated:

Flats.....	10
Cyclorama.....	3
Backdrop.....	7
Rear Projection Screen.....	1
Nature.....	3
Combination.....	1

The costs reported for typical sets based on the above types ranged from \$10.00 to \$300.00 and were distributed as follows:

\$ 8.00 - 1	
10.00 - 1	\$100.00 - 1
50.00 - 2	200.00 - 2
75.00 - 2	250.00 - 1
90.00 - 2	300.00 - 1

It should be noted that sets which cost \$100.00 or more were, more or less, permanent sets and were used for many individual programs. Practically all of the costs reported were for materials which were used to produce the sets by the staff and/or the students. The sets were reported obtained as follows:

Borrowed.....	4
Student Made.....	6
Staff Made.....	11
Furnished by Commercial Station.....	4

Most of the PROPERTIES were reported as borrowed, or furnished by the commercial station. There were only five instances of any costs at all being reported, and these averaged about \$12.00. Transportation seemed to be the biggest item, and apparently a good truck is an invaluable piece of equipment.

Most programs were reported as being done without costumes, or with very simple costumes. Where costumes were reported, they were rented from commercial houses for from \$7.50 to \$20.00 per costume for each production. Some student design and production of costumes was indicated.

Most music was borrowed, recorded or transcribed, and no charge was indicated. There were only two instances of special expenditures for music. These range from \$2.50 to \$5.00.

Program art was mostly indicated as being produced by the students and staff, and nearly all costs were for materials. The costs of materials ranged from \$5.00 to \$150.00 with most costs reported averaging between \$5.00 and \$10.00 per program. This is another instance of the possibility of hidden costs as most of the work involved in this department would take a great deal of staff time and effort. However, it is only fair to note that in many instances an elaborate piece of art work may be used and re-used many times with slight modification, thereby reducing the present program costs.

Most talent was reported as being donated. The largest cost in this department was apparently for transportation and food. However, some instances were reported where faculty members received as high as \$25.00 per program for their efforts. These were rare instances and usually involved a great deal of effort on the part of the faculty member. In other instances faculty members were reported as having their work equalized by dropping classes or taking time off from other assignments, but in most instances the efforts of the faculty were considered as a donation from the institution to the total effort of educational broadcasting. There were some programs which required hired dancers (professionals) - it was indicated that such professionals cost \$25.00 each per program.

Responsibility for the PRODUCTION of the programs were reported as follows:

By Staff and Students.....	13
By Combination (Commercial Station, Staff and Students).....	7
By Commercial Station.....	5

The only extra costs other than regular staff salaries were wages paid to special student assistants. Where such wages were paid it was reported that they range from \$10.50 to \$30.00 per program.

The technical crews were mostly furnished by the commercial stations but in some instances the stations allowed the students and staff to take over the studio operations for the broadcast, and in a few instances there were mixed crews used. However, there were no costs reported for getting the program on the air except by Station WOI-TV which only indicated its regular technical costs, which were not broken down or charged against any specific program.

Fifteen programs were reported as using film in some degree, and two programs reported as using slides as a part of the program. Film and slide costs range from \$5.00 to \$50.00 per program. Rentals were from \$5.00 to \$10.00 per program while the higher costs were mostly for raw stock where the institution made its own film. However, here again is an instance of probable hidden cost as only raw stock and "out-of-pocket" expenditures were reported and no consideration was given to the time and efforts of the staff.

Aside from WOI-TV, no programs were reported from educational stations -- all programs reported had been broadcast over commercial stations, with all air time and technical assistance being donated. In most instances there was reported a lack of rehearsal time in the studio, because of the press of commercial business. In some instances

this lack of opportunity for rehearsal was indicated as a real handicap.

Where video recording equipment was used to "kine" programs in school studio for future broadcasting \$30.00 to \$45.00 per hour was budgeted as equipment cost. It was suggested that such sums could cover entire broadcasting costs where the school operated its own station. The only other costs per program not already listed was an average indication of \$10.00 per program for publicity. This may or may not be a legitimate program cost.

The above results are submitted to you merely as an indication of the experiences of others in various parts of the country. It might be interesting to note that the survey, while obviously spotty, nevertheless covered conditions well dispersed in the various parts of the country from the East Coast to the West Coast.

It seemed to your Committee that the most authentic and practical conclusion to be drawn from a close analysis of this survey is that there really is no such thing as a typical cost of a typical program; that costs will invariably differ from program to program, from situation to situation, and will vary in relationship to the effectiveness and ingenuity of the staff as well as in relationship to the amount of local resources available and donated. All programming seems to be still in the experimental stage and certainly our reporting on costs is in the experimental stage. If any member has any question concerning the present report or any suggestion for future information needed or desired, the Committee on television operations will be very happy to have them and will endeavor to answer your questions or act upon your suggestions just as soon as possible.

Box 2002
University, Alabama

*Rickard
file*

November 14, 1953

Dr. Clarence Hilberry
President, Wayne University
Detroit, Michigan

Dear Dr. Hilberry:

Please permit me to congratulate you upon the election of Mr. Paul Rickard, Director of your broadcasting services, as Director of Region III of the National Association of Educational Broadcasters at our recent annual convention in Norman, Oklahoma.

The election of Mr. Rickard may be interpreted as an expression of confidence of the educational broadcasters in the U. S. A. in Mr. Rickard and in the leadership which Wayne University has taken in the development of educational broadcasting in this country.

I trust you will bear in mind membership in the National Association of Educational Broadcasters is on an institutional basis and will give Mr. Rickard the benefit of your own thinking constantly in regard to purposes and directions for educational broadcasting. We feel that, especially in the case of our Board of Directors, it is important that the top educational administrators help guide us during this crucial period.

Most sincerely yours,

Graydon Ausmus
President

GA/sbr

*~~Dunn~~
file
1953 Natl.
Convention*

Box 2002
University, Alabama

November 4, 1953

Dr. G. L. Cross, President
University of Oklahoma
Norman, Oklahoma

Dear Dr. Cross:

Permit me to express to you in behalf of the National Association of Educational Broadcasters my most genuine gratitude and appreciation for the courtesies you, Mr. John Dunn and his staff, and the management of the Union Building and the dining room services extended to us during our recent annual convention. We were well cared for in every respect and I can assure you that our attitude toward the University of Oklahoma will always be one of great admiration.

I enjoyed our brief conference in your office and am grateful for your having spent as much time as you did with our group.

I should like to congratulate you and your institution for the honor that comes to the University of Oklahoma through the election of Mr. John Dunn to the office of Vice-President of NAEB and express to you my own personal pleasure at having Mr. Dunn on our roster of officers. It is a tribute to him for the excellent work he has done as Regional Director and Chairman of our Membership Committee and to the University of Oklahoma for the position of leadership it has assumed in the whole area of educational broadcasting.

May I extend to you my very best wishes as you move into the development of educational TV on your campus and in the state and pledge the support of NAEB in any way in which we may be of service in this most significant development.

Yours very sincerely,

Graydon Auerus
President

GA/abr

cc: John Dunn

Box 2002
University, Alabama

Hunter file

November 5, 1953

Dr. John A. Hannah, President
Michigan State College
East Lansing, Michigan

Dear Dr. Hannah:

Please permit me to congratulate you upon the election of Dr. Armand Hunter, Director of Television Services at your University, as Secretary of the National Association of Educational Broadcasters at our recent annual convention in Norman, Oklahoma.

The election of Dr. Hunter may be interpreted as an expression of confidence of the educational broadcasters in the U. S. A. in Dr. Hunter and in the leadership which Michigan State College has taken in the development of educational broadcasting in this country.

I trust you will bear in mind membership in the National Association of Educational Broadcasters is on an institutional basis and will give Dr. Hunter the benefit of your own thinking constantly in regard to purposes and directions for educational broadcasting. We feel that, especially in the case of our Board of Directors, it is important that the top educational administrators help guide us during this crucial period.

Most sincerely yours

Graydon Aumus
President

GA/sbr

Box 2002
University, Alabama

Wynn file

November 6, 1953

Mr. Earl Wynn
Communications Division
University of North Carolina
Chapel Hill, North Carolina

Dear Earl,

First, may I say it was good seeing you at Norman. Your work with the UFPA crowd deserves special commendation, and your suggestion concerning a conference involving the college administrators needs more attention than we were able to give it at the final board meeting. It is in this regard that I am writing.

Would you fire to me by return mail, if possible, a concrete proposal for implementing this suggestion. Perhaps we can discuss it briefly at the meeting of the Advisory Committee in Ann Arbor on the evening of the 11th, but most of that time must be devoted to discussing our conference the next day; so it would be well for you to put your mind to it and dash off a full proposal for consideration of the Executive Committee when we get together on the 17th. I suggest that you send copies of the memo to all members of the Board so we may have a reaction from them all before the meeting.

I've been sending notes to the Presidents and Superintendents of new members of the Board, congratulating them on the election of their representatives to the Board and requesting that they give these representatives the benefit of their own thinking on matters involving NAES. Would it be helpful if I did a similar letter for Presidents of the continuing members?

I look forward to another pleasant year of association with you on the Board and hope you will continue to react to all matters facing us as you have done in the past.

Would you please consider this official notice of your reappointment to the Chairmanship of our TV Operations Committee and give me an immediate reply suggesting those on the previous committee you think should be continued and new names you would like to have added.

Best wishes for the year ahead.

Sincerely,

Graydon Ausmus
President

GA/sbr

Box 2002
University, Alabama

*Membership
Committee file*

November 5, 1953

Mr. John Dunn
Radio Station WNAD
University of Oklahoma
Norman, Oklahoma

Dear John:

If you have sufficiently recovered from the ordeal of holding a national convention that you can hear the word mentioned without shouting, let me congratulate you for having turned out one of the outstanding conventions of the National Association of Educational Broadcasters' history and, in the name of the Board, the officers, and the full membership, extend to you my most sincere thanks for your time and energy. Everything ran very smoothly indeed, and it was, as always, a real pleasure to be entertained in your excellent studios and in the beautiful Union Building.

Although I did not get a receipt for it, I left your typewriter with the manager of the hotel when I checked out Sunday morning. I tried to call you, but I assume you were in church trying to regain a sense of serenity.

May I express to you my very great pleasure at having you as Vice-President of this organization. I look forward to a very successful year, with you to rely on for strong advice and support. I hope you will consider the first responsibility of the Vice-President one of keeping the President in order.

You have done a superb job of carrying the responsibility for new membership during the past year. May I request, therefore, that you continue to serve as Chairman of the Membership Committee and give me a reply by return mail suggesting other people you would like on your committee. I should like to suggest that the one function which you might perform beyond those things you have been doing, is to screen the reports on new c-p's in broadcasting each week and send a letter to every educational institution reported, congratulating them and giving them a very strong invitation to join and build up for NAEB.

My thanks again for turning out a very excellent convention. My best wishes as you move forward in the development of your state TV. I look forward to seeing you soon at a meeting of the Executive Committee.

Sincerely yours,

Graydon Ausmus
President

GA/sbr

Box 2002
University, Alabama

miles file

November 5, 1953

Mr. Frederick Hovde, President
Purdue University
Lafayette, Indiana

Dear Dr. Hovde:

The recent annual convention of the National Association of Educational Broadcasters marked the conclusion of Jim Miles' term as Secretary of our organization. I want to take this occasion to express to you my most sincere thanks for the leadership Mr. Miles has given us, first as Executive Director and later as Secretary, during the past three years. I am aware that his contribution to this organization represents in effect a sizable contribution from Purdue University and I want you to know that we are grateful to you for having made him available to us.

This period of rapid development and expansion in educational broadcasting will demand the best thinking of which all of us are capable. I trust that both you and Mr. Miles will continue to feel a great responsibility for the direction in which this development takes nationally and will continue to offer us your advice and counsel.

Most sincerely yours,

Graydon Ausmus
President

GA/sbr

cc: Mr. James Miles

Box 2002
University, Alabama

Program Development
Committee
(New file)

November 5, 1953

Mr. George Probst
Radio Office
University of Chicago
Chicago, Illinois

Dear George:

The reception your final report from the Adult Education Committee received at the annual convention in Norman must have been most gratifying indeed, and I am sure that all of you who have served so untiringly on the Committee must feel a great sense of pride and relief now that your work is finished and the Committee dismissed. I want to add my own very warm thanks and appreciation to those expressed at the convention.

Two chores remain for you as chairman to perform. First, printing the report and transmitting all records to headquarters. May I urge that you do this as soon as possible, especially since the Committee has now been dissolved. The other part of the work of this Committee which might be said to be incomplete is the de Tocqueville scripts. Please give me a report immediately on the status of these scripts and transmit to me all which have been completed. If additional scripts in this series are yet to be written and if any commitments for this work are made, please give me a detailed report.

My immediate concern for this series springs in part from a conversation with Mr. C. Scott Fletcher on October 30, wherein he expressed his interest in this series of scripts and made the statement that NAEB should proceed at once with plans and a request for funds to produce this series. In light of this comment from Mr. Fletcher, I initiated a discussion with Mr. Neil Morrison of the Canadian Broadcasting Corporation concerning the possibility of a cooperative production of this series between NAEB and the CBC. Mr. Morrison spoke very highly of the scripts and expressed considerable enthusiasm for exploring the possibility of this cooperative production. My discussion with Mr. Morrison was purely exploratory. This, as well as several other subjects which require immediate attention, will be the responsibility of the new Program Development Committee which I shall appoint in the very near future to replace the Adult Education Committee. Obviously, no commitments or final arrangements for production of this series can be made by me or anyone else until that new committee is constituted. It goes without saying that we shall need you on that committee and I should be most grateful indeed if you would give me by return mail your suggestions for other NAEB members whom you would recommend on this committee (I should be grateful also if other members of the Adult Education Committee would do likewise).

In as much as nothing can be done on this and several other projects until the new committee is appointed, I should appreciate hearing from you as soon as possible on the various matters raised above.

Mr. George Probst

Page 2

November 5, 1953

Again, my gratitude to you and the other members of the Adult Education Committee for a good job well done.

Sincerely yours,

Graydon Ausmus
President

GA/sbr

cc: Fletcher, Newburn, Morrison,
Adult Ed. Committee, and
NAEB Board

Box 2002
University, Alabama

F&E file

November 3, 1953

Mr. G. H. Griffiths
Fund for Adult Education
914 East Green Street
Pasadena, California

Dear Bill,

Just a note to let you know how very happy I was that you were able to get to the fall convention in Norman. I regret that there was no time for us to sit down for an informal talk.

I regret also that you were not able to stay through the completion of the committee reports and the resultant period of understanding and accord which was reached. You may have sensed that I was disturbed at signs of discord which I thought were evidenced. As the committee reports progressed, it became obvious that the big weakness of the Board operation had been a failure to report adequately to the full membership trends and directions in which the Board had been moving. I am happy to report to you, however, that at the conclusion of these reports the Board was given a standing vote of confidence, endorsement, and appreciation, and the convention ended on a stronger note of accord than has ever been evident before. I am sorry you had to be witness to a bit of family squabbling, but believe you would have agreed with me at the conclusion of the reports that it was a necessary step in the history of a growing, expanding organization.

At our final Board meeting, I devoted a great deal of time to bringing the new members of the Board up to date and explaining our relationship with the FAE and the Center. The new Board expressed its interest in a continued friendly cooperation with the FAE and the Center for the maximum development of educational broadcasting in America. I think we may look forward to being able to move ahead constructively and with mutual respect in this development.

Again, my thanks to you for spending some time with us. My regards to Scotty.

Sincerely yours,

Graydon Ausmus
President

GA/sbr

Box 2002
University, Alabama

*Macandrew
file*

November 5, 1953

Dr. William Jansen
110 Livingston Street
Brooklyn, New York

Dear Dr. Jansen:

Please permit me to congratulate you upon the election of Mr. James Macandrew, Director of Radio Station WNYE, as Director of Region I of the National Association of Educational Broadcasters at our recent annual convention in Norman, Oklahoma

The election of Mr. Macandrew may be interpreted as an expression of confidence of the educational broadcasters in the U. S. A. in Mr. Macandrew and in the leadership which the New York City Schools has taken in the development of educational broadcasting in this country.

I trust you will bear in mind membership in the National Association of Educational Broadcasters is on an institutional basis and will give Mr. Macandrew the benefit of your own thinking constantly in regard to purposes and directions for educational broadcasting. We feel that, especially in the case of our Board of Directors, it is important that the top educational administrators help guide us during this crucial period.

Most sincerely yours,

Graydon Ausmus
President

GA/sbr

Box 2002
University, Alabama

Fleming file

November 5, 1953

Dr. Phillip J. Hickey
Superintendent of Instruction
St. Louis Public Schools
911 Locust Street
St. Louis, Missouri

Dear Dr. Hickey:

Please permit me to congratulate you upon the election of Miss Marguerite Fleming, Director of Radio Station KSLH, as Director of Region IV of the National Association of Educational Broadcasters at our recent annual convention in Norman, Oklahoma.

The election of Miss Fleming may be interpreted as an expression of confidence of the educational broadcasters in the U. S. A. in Miss Fleming and in the leadership which the St. Louis Public Schools has taken in the development of educational broadcasting in this country.

I trust you will bear in mind membership in the National Association of Educational Broadcasters is on an institutional basis and will give Miss Fleming the benefit of your own thinking constantly in regard to purposes and directions for educational broadcasting. We feel that, especially in the case of our Board of Directors, it is important that the top educational administrators help guide us during this crucial period.

Most sincerely yours,

Graydon Augmus
President

GA/sbr

Box 2002
University, Alabama

Abbot file

November 6, 1953

Dr. Harlan Hatcher, President
University of Michigan
Ann Arbor, Michigan

Dear Dr. Hatcher:

The recent convention of the National Association of Educational Broadcasters represented the end of Professor Waldo Abbot's two-year term as Director of Region III for our organization. I wish to take this opportunity to express to you the most genuine thanks of the National Association of Educational Broadcasters for the very outstanding contributions which Professor Abbot made during this period and to assure you of the gratitude of our members to the University of Michigan for having made him available to us in this capacity. His years of experience in broadcasting, his sincerity and integrity, as well as his devotion to the organization made him an outstanding member of the Board.

During this critical period in the development of educational radio and television I trust we may depend on you and Professor Abbot for continued advice and counsel as we move forward into fuller realization of the potentialities of the media of mass communication as tools of education.

Sincerely yours,

Graydon Ausmus
President

GA/sbr

Box 2002
University, Alabama

Wheatley
file

November 6, 1953

Mr. Ralph Lowell
Trustee
The Lowell Institute
100 Franklin Street
Boston, Massachusetts

Dear Mr. Lowell:

The recent annual convention of the National Association of Educational Broadcasters marked the end of Mr. Parker Wheatley's two-year term as Director of Region I of our organization. I wish to take this occasion to express the appreciation of NAEB to you for having made Mr. Wheatley's time available to us. I am sensitive to the fact that service on a national board requires some considerable sacrifice on the part of the individual as well as the institution which he represents, but feel that it is an honor and an obligation to the extent possible without impairing the local operation.

Mr. Wheatley has been most valuable, both in the capacity as a member of the Board and as a member of several committees. I trust that both you and Mr. Wheatley will continue to give us the benefit of your advice and counsel as we move forward in the development of the media of mass communication as tools of education. This is a critical period which demands the best thinking of which we are all capable.

My kindest personal regards.

Sincerely yours,

Graydon Ausmus
President

GA/abr

cc: Mr. Parker Wheatley

Box 2002
University, Alabama

November 7, 1953

Dr. Armand L. Hunter
Director of Television
Station WKAR-TV
Michigan State College
East Lansing, Michigan

Dear Armand:

In reply to your note of November 4 concerning the proposed meeting to discuss headquarters organization problems, to make requests for funds for various projects, and to shape up various plans discussed at Norman, this will confirm the date of November 17, 9:00 a.m. to 5:00 p.m., at the Urbana headquarters office. Since no additional funds appear to be forthcoming in the immediate future, the only safe thing to do is to schedule a meeting of the Executive Committee only.

It has been the custom of the organization for a number of years to pay the expenses of the Executive Committee and the full Board for special meetings, but not for the regular meetings at the fall convention and for the Columbus session. If more funds are made available for committee meetings, I think it would be better to schedule a meeting of the full Board in January than at the present time. Several members of the Board have expressed the opinion that the Executive Committee will be able to get more details taken care of, in line with the discussions we had as a full Board in Norman, than the Board as a whole at this time; however, if any of the Directors are in the vicinity of Urbana and can care for their own expenses, they would certainly be more than welcomed at the meeting on the 17th.

As soon as you get Miles' minutes, please duplicate the whole and forward them to us, or Harry may have some notes which will provide a supplement to them. You will perform a real service if you can provide the Board with minutes of the meetings soon enough after the meetings that the details are still fresh in our minds.

Again, may I say I welcome you most wholeheartedly to the Board and look forward to a very pleasant relationship with all of the new members as well as the old.

Sincerely yours,

Graydon Ausmus
President

GA/sbr

November 24, 1953

Mr. G. H. Griffiths
Fund for Adult Education
914 East Green Street
Pasadena, California

Dear Mr. Griffiths:

On behalf of President Graydon Ausmus I take pleasure in submitting herewith the revised NAEB request to the Fund for Adult Education.

As indicated in the request itself, a copy is being forwarded also to Dr. Harry Newburn, of the Educational Television and Radio Center, so all concerned may be as well informed as possible.

If further explanations or additional materials are needed, we stand ready to provide them.

Very cordially yours,

Harry J. Skornia
Harry J. Skornia
Executive Director

HJS:ms

Enclosure

cc: President Harry Newburn, ETRC
NAEB Executive Committee and Directors

REQUEST TO THE

FUND FOR ADULT EDUCATION

FROM

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB Headquarters
November 24, 1953

NAEB REQUEST TO THE FUND FOR ADULT EDUCATION

NOVEMBER 23, 1952

I. GENERAL STATEMENT

Herewith the requests of the National Association of Educational Broadcasters to the Fund for Adult Education for the calendar year 1954. In most cases these proposals are substantially as presented in earlier communications and requests (May 20, August 28, September 30, October 13 and October 20). The present request therefore can be considered as consolidated and definitive, following consultation of the NAEB Directors and Executive Committee as well as the Region VI and National Conventions.

II. REQUESTS AND EXPLANATIONS

A. Staff additions

1. Technical and Placement: In conferences of representatives of the NAEB with representatives of the FAE, ETRC, JCET and NCET, it was universally agreed that certain operational needs, particularly of new educational television stations, require urgent attention. The request below therefore only places in more specific written form the results of discussions already held.
- a. One Television Engineer, particularly qualified in kinescope operations, to provide operational assistance and guidance to new educational and community television stations and production studios principally in kinescope recorder operations, but also in other technical staff, studio and control, transmitter, and film equipment problems. This Television Engineer will concentrate on technical standards in television, including

in addition to those mentioned above:

1. Television audio problems
2. Camera operation.
3. Enlargement of the technical "idea exchange" now already provided through Engineering Committee publications.
4. A study of areas in which special Workshops and Seminars may be desirable for the technical staffs, particularly of television stations in the future.

This Engineer, and secretary to enable exploitation of his services, will be attached to the NAEB Headquarters staff. Approval of this item is needed as soon as possible to enable recruitment as soon as possible.

ESTIMATED ANNUAL COST FOR THIS TECHNICAL SERVICE:

Engineer, not over.....	\$ 15,000.00
Estimated Travel Costs for above Engineer...	7,800.00
Technically Qualified Secretary.....	3,600.00
Supplies and Expenses for Engineer and Secretary.....	3,600.00
NAEB Administrative Expense at 5%.....	1,500.00
	<u>\$31,500.00</u>

- b. Placement Service Specialist: Also agreed on at the conferences referred to above was the need to reorganize and improve the television placement and personnel-classification services which the NAEB, JCET and NCCET are now all inadequately engaged in. It was agreed that the

NAEB should request a trained person and budget to handle this, adding (her) to the present Headquarters staff. Herewith, therefore, formal request for salary and supplies needed.

Annual salary of trained placement specialist.....	\$ 4,000.00
Supplies and Expenses.....	3,000.00
NAEB Administrative Expense at 5%.....	350.00
	\$ 7,350.00

B. Consultant Services: Services requested of NAEB by prospective as well as present members, particularly new television stations, are multiplying at such a rapid rate that consultant services seem to be the only economical solution if the NAEB's own resources as well as outside ones are most efficiently to be brought to bear. Funds for consultant services are therefore requested as follows:

1. Engineering and Technical: Supplementing the full-time television engineer requested, if his full-time efforts are to be devoted to television station operational problems, rather than scattered, the services of consultants, both NAEB and non-NAEB members, are needed for several increasingly encountered related problems, largely radio, as originally outlined in our October 20 presentations:
 - a. Establishment of more uniform standards of recording and editing; training in use of special equipment; advice on installation and design problems. The urgency of the need for this service, which cannot be done completely without some personal consultant work, increases with

the increase in the number of NAEB stations exchanging programs, and with the increase in plans for international exchange and export. It would be desirable in this connection for the NAEB to be represented at the International Convention of Sound Engineers which is being held at Paris, April 5-10.

- b. Assistance in setting up procedures and techniques particularly adapted to college and school-operated stations whose staffs are frequently made up largely or partly of students; integration of operational procedures with training and community service programs.
- c. Other technical problems in which continuing investigation, and reports, are desirable include: investigation of live network practicability, at first on a regional basis; Hi Fi FM developments; possible educational applications of facsimile; and international exchange procedures and standards.

For Technical Consultant services (including local travel and attendance at International Convention)\$12,000.00

NAEB Administrative Expense at 5%.....600.00
\$12,600.00

2. Other Consultant Services Needed: Several letters have been received recently by new TV stations needing counsel in their labor and union relations. Others request help with ASCAP relations and contract copyright problems. The rights of the several parties in grant-in-aid programs need clarifying, as numerous letters from grantees reveal. Appeals reach the NAEB for assistance in running local promotion campaigns. Re-

quests for organizational charts, job descriptions and many other items reveal areas in which services are needed which it would be uneconomical to handle, except on a consultant basis, without creating an unduly large Headquarters staff. (It is felt that program and production development on a national basis are in good hands with the Educational Television and Radio Center. But for services at and to local NAEB member stations, developing and raising the local qualities and reputations of those stations, on which survival and success in the long run must also depend, the NAEB can not escape responsibility. It is certain that without adequate local research, local promotion, and the many local skills and talents necessary to make for successful community integration and technical operation, the promise and potential of the frequencies, the stations, and the taped or filmed programs being prepared or already provided by NAEB and the Center, can not fully be realized.) Consultants will be chosen for limited appointments from among the best available in America, Europe, and/or Canada.

Some of the most important services needed are in the following areas:

- a) Union and labor relations problems. (Mr. Morris Novik, New York Consultant, has already been contacted and agreed to serve in this area)
- b) Copyright and contract counsel.
- c) Assistance in development of local promotion and public relations skills and procedures.
- d) Station organization and management counsel.

- e) Evaluation and development of local program resources available for sharing with other educational radio and television stations.
- f) Local production and writing consultation services.
- g) Continuing local audience and community research services, under supervision of the NAEB Research Committee.

This group of services, like the technical consultant services listed earlier, would involve the use of certain NAEB staff members, and the retaining, for other tasks, of established outside specialists.

For Consultant Fees.....	\$15,000.00
Travel Costs (for paid and unpaid (i.e. NAEB-member) Consultants).....	8,000.00
Publication and Distribution Costs.....	\$ 7,000.00
NAEB Administrative Expense at 5%.....	<u>\$ 1,500.00</u>
	\$21,500.00

- C. Workshops and Seminars: In order to insure that educational and community television and radio stations shall be constantly alert to the most up-to-date, economical and original developments in the areas of communication and education, a program of Workshops and Seminars needs continuing and developing. It is in the intellectual and scientific resources and brains within their member institutions that education's and the NAEB's greatest strengths for the future lie.
- But to be realized, they must be shared, directed and applied. Workshops and Seminars, bringing educators and broadcasters together, are essential.

Funds are therefore requested for the following (principally television) Workshops and Seminars, at member institutions still to be selected, in the

following press, to which NAEB member stations and others may send their appropriate selected staff members. Attendance will be limited to 25 in all except item 8, and selection of personnel shall be on the basis of application to a committee designated to make the selection.

1. Station Management and organization problems (Successful enough in 1953 to justify repeating), one week.
2. Engineering Workshop, both Television and radio, one week.
3. Promotion Problems Seminar, one week.
4. Programming and Program Planning Seminar, two weeks.
5. Production Workshop, as in 1953, two weeks.
6. Television Writing Workshop, two weeks.
7. A Radio Production Workshop, to be conducted by Andrew Allen or comparable staff, possibly at the CBC, emphasizing the utilization of economical resources, and the development of traditions of quality, two weeks.
8. A special prestige Seminar with School, College and University heads of the U. S. as advisors and consultants to help plan the future course of educational radio and television in the years ahead. It is proposed this session be ten days long, and be held at Robert Allerton Park, as the Fourth Allerton Seminar.

Total funds requested, eight projects
at an average of \$8,000.00 per project.....\$64,000.00
\$64,000.00

D. Scholarships, Fellowships, and Internships: In many cases it is not economical to create separate and/or competing workshops, when NAEB member institutions are

already operating such training programs, frequently on a credit basis, or when reputable manufacturers have such training courses available or could provide them. Where such courses are available and are advanced enough to meet NAEB staff member needs, funds are therefore requested to provide for attendance at such existing workshops by qualified students or staff members from NAEB member institutions and educational stations, who could not normally otherwise attend. (This project, to develop "new blood", is to be distinguished from the Workshops and Seminars above, which are essentially refresher and upgrading in intent.)

Herewith are slightly modified copies for requests for this purpose as originally presented by Mr. Frank Schooley, then Executive Director, on May 20, 1958.

1. Proposal for Television Engineering Scholarships: It is requested that the sum of \$9,000.00 be granted for a short course in television engineering, reimbursing the (approximately thirteen) Scholars for out-of-pocket expense (estimated at \$700.00-\$800.00 each) only. The purpose will be to give special training to engineers who are to serve educational television stations, giving them the latest information on technical operations of various television components, including transmitter and studio equipment. The Scholarships would be available to institutions or organizations that hold a Construction Permit, or have applied for one. The number of participants shall be limited to 20.

The organizations and facilities of reputable manufacturers will be utilized. RCA conducts such a school. It is our understanding that General Electric, General Precision Laboratories, Dumont and others are contemplating such schools, or might conduct such schools in cooperation with the NAEB, if

this proposal is approved.

Engineers chosen shall hold a first-class radio operator's license and have a degree in electrical engineering or physics, or the equivalent in experience. Selection of the Scholars shall be made by the NAEB Engineering Committee, the JCEC Television Engineer, and the NAEB Executive Committee.

These Scholarships shall be available between July 1 and December 31. Funds for any unused Scholarships, as of December 31, will be returned to the Fund for Adult Education. The NAEB shall be given a sum of \$150.00 (for a total of \$9,450.00) for the administration of this program.

Scholars shall be required to submit to the NAEB brief reports, evaluating their experience, a condensed report being made by the NAEB to the FAE, and a complete financial report being made by the NAEB to the FAE within 30 days after the conclusion of the project, by February 1, 1955.

2. Proposal for Television Workshop Fellowshiping. It is requested that the sum of \$8,000.00 be granted for 20 Scholarships to be utilized by Scholars attending non-network affiliated University or College Summer School Workshops during the summer of 1954. Each Scholarship shall be in the amount of \$400.00 to cover only the basic expenses of attending the Workshop. The objective of attending these sessions is to increase the technical and production skills of persons planning and producing educational television programs.

These Scholarships shall be available to individuals representing institutions or organizations holding a Construction Permit for an educational television station, or which have applied for one, or are engaged

in the planning and production of educational television programs.

Existing Workshops of accredited institutions such as New York University, the Universities of Michigan or Wisconsin, Michigan State College, or others, to be selected as summer session plans and staffs are announced, and as the NAEB has an opportunity to review them, will be utilized. Selection of the Scholars, from recognized educational radio or television institution staffs, shall be made by a special committee to be named by the President of the NAEB, and shall include persons already engaged in educational television activities.

These Scholarships shall be available for the summer of 1954. Funds for any unused Scholarships, as of September 1, 1954 shall be returned to the Fund for Adult Education.

The NAEB shall be given the sum of \$400.00 (for a total of \$8,400.00) for the administration of this program. Scholars shall submit to NAEB brief reports, evaluating their experiences. A condensed report shall be made by the NAEB to the FAE. A complete financial report shall be made by the NAEB to the FAE within 30 days after the conclusion of the project, namely by October 1, 1954. Estimated total for Television Engineering Scholarships and Television Workshop Fellowships, including Administrative Expense.....\$17,850.00

3. Foreign Study Grants. In keeping with its role as an international leader, and to insure that educational radio shall maintain its leadership position even in the face of the shift of emphasis of network radio in many instances to more educational programs, increasing attention needs to be placed on an

international exchange of persons, skills and ideals, as well as programs. To that end projects, extensively discussed by NAEB members, Directors and Officers are hereby recommended.

- a) Two series of study grants by American Radio and/or Television Scholars to the BBC in England and the CBC in Canada, for periods of nine months each. This involves in each case working for the BBC or the CBC in a position of exchange and mutual development of skills and programs, on a more extensive basis than the conditions of available Fulbright Scholarships now permit. There is already a verbal agreement from the BBC to accept as many as eight promising NAEB-selected producers, writers and/or specialists in news, features, music, documentaries and other areas. The CBC has also indicated its willingness to discuss and cooperate in such a project. In all cases applicants from educational radio and television stations would be selected by a special committee to be appointed by the President of the NAEB.

Funds requested for Scholars:

To the BBC: 4 Scholars at \$7,000.00 plus
\$1,000.00 Travel Expenses.....\$32,000.00

To the CBC: 4 Scholars at \$6,000.00 plus
\$500.00 Travel Expenses.....\$26,000.00

NAEB Administrative Expense at 5%...\$ 2,900.00
\$ 60,900.00

- b) The NAEB has been given the unique privilege of selecting Fulbright Scholars from member institutions. Three such scholars are now abroad in London, Paris and Rome, where their efforts are doing much to advance

the cause of international relations and the interests of the NAEB, the EITC, and educational radio and television in general. Their efforts to benefit the NAEB representationally, however, are seriously hampered by inadequate funds. The NAEB has no funds in its budget which it can make available for purposes of travel, conferences, consultation together, entertainment or other potentially profitable contacts. This adversely limits the benefits which may be achieved from their stays abroad for the NAEB. It also eliminates, for purely financial reasons, many otherwise excellent candidates.

For the next year scholarships have already been approved for three NAEB-selected candidates, with a total of seven likely if funds can be made available. Therefore the NAEB requests the following support:

For seven scholars at \$2,000.00 maximum, for
NAEB approved legitimate expenses beyond funds
available from Fulbright Commission.....\$14,000.00

NAEB Administrative Expense at 5%.....\$ 700.00
\$14,700.00

- c) As a part of the exchange arrangement for the above items, NAEB member institutions have the obligation and privilege of accepting scholars from the countries to which the above Fulbright Scholars go. None has yet arrived at accepting member institutions (Iowa State College, Purdue and Lowell Institute) partly because of the inability of these institutions to guarantee what the Washington offices consider adequate reimbursement to the French, British and Italian radio and television persons desired. Financial aid therefore is needed to provide travel funds and to supplement the funds now available from NAEB member

institutions (usually approximately \$5,000.00 to \$6,000.00 per year) in order to attract the highest caliber exchange scholars, producers, and writers, from England, France, Italy, and the other four countries which would be interested and available if funds were available. These Funds will be disbursed in each case only upon the approval of the NAEB International Relations Committee and the Executive Committee, in amounts and instances where the best interests of the NAEB will be served. Unexpended amounts will be returned to the FAE in this as in all other instances.

Funds requested for assistance to seven foreign scholars
at \$2,500.00.....\$17,500.00

NAEB Administrative Expense at 5%.....\$ 875.00
\$18,375.00

- d) As stop-gap advance for present Fulbright Scholars abroad, and for supplements needed as mentioned in item c) above, which would cover the next year, the following funds for the balance of the present year (until September 1) would also be of great value in expediting, and perhaps enabling, completion of the present year's exchange program.

Financial Assistance for 6 present scholars (three American, three foreign) at not over \$1,500.00 each.....\$9,000.00

NAEB Administrative Expense at 5%.....\$ 450.00
\$9,450.00

Total this item (international).....\$28,425.00

- E. Research Projects: In addition to the local research efforts which can be stimulated and set up on the consultant basis mentioned in item 2.g, page 6, several basic communication and educational television projects require additional support to insure the most efficient utilization of all available resources available through and from the NAEB, the ETFC, and other groups. Of the

Various projects discussed by the NAEB Executive Committee, funds are requested only for the following projects:

1. An investigation into the peculiar roles to be played and goals best or most effectively served by public as compared to private, and city or community as compared to statewide educational TV systems respectively in the United States. This investigation would be carried out through personal interviews of large samples (5,000 estimated) of television "consumers" in Houston, Oklahoma, Los Angeles, North Carolina, Pittsburgh, and possibly other areas, as stations go on the air. These surveys could in most (if not all) cases be carried out by local research facilities (e.g. University of Houston Research Bureau), thereby also providing encouragement and integrating guidance for the basic types of constant research needed if the success of educational television is to be assured. Overall planning of the series, and completing of at least the Houston portion is visualized for 1954.

Estimated Cost, first year.....\$15,000.00

NAEB Administrative Expense at 5%.....750.00
\$15,750.00

2. A study of the manner in which Universities and Colleges of the United States coordinate, organize and reimburse faculty and staff members for television appearances, consultant services, instructional offerings and other assistance to educational television stations. The enormous latent resources of America's educational institutions will never be satisfactorily

realized until this problem is studied and intelligent recommendations presented. Results will need to be reviewed by a Committee of Educational Administrators, (to be selected by the Allerton Seminar group for which funds were requested above), who will also serve as consultants for the Study.

Both mail and personal contacts would be employed.

Funds requested.....\$10,000.00

NAEB Administrative Expense at 5%.....500.00
\$10,500.00

3. A study is also needed of the basic educational problems involved, effect on enrollments and other factors, and dominant trends and practices in the offering of college or university credit for courses which are telecast in whole or in part. Results of this study should include the setting up of standards for giving credit. This project, of interest to educational accrediting agencies (such as the North Central Association), would be carried out in joint cooperation with the accrediting associations of the United States.

Funds requested.....\$15,000.00

NAEB Administrative Expense at 5%.....750.00
\$15,750.00

4. One of the basic studies needed historically for an objective evaluation of the impact of television on people, habits, and communities, is a benchmark study of a community before television arrives, and after it goes on the air, at one and two year intervals. Such a study was earlier proposed by the Social Research Service, in cooperation with the Department of Television Development at Michigan State College, for the Lansing area, on a proposed 3-year \$25,000.00 budget basis. Though this would no longer be a practical area to study, the technique and plan deserve implementation whether by the original group or

another, while there are yet such communities to study. Details of this proposed study are on file with the FAE in the original Michigan State proposal of November 1952.

Funds requested for first year.....\$10,000.00

NAEB Administrative Expense at 5%.....500.00
\$10,500.00

5. Other basic research to provide guidance for the NAEB, its member stations, and the ETRC is also needed.

- a. An investigation of the place of educational broadcasting, both radio and television, in the framework of educational institutions. This would involve a study, related to item 2. above, of the views and philosophies of school, college and University administrators in this area.
- b. A study of the social needs which television can and should be fulfilling. This would begin with a study of educational radio and television programming during the past five years, as an indication of needs in this area.

Other such studies can be more fully developed if more detailed data is desired. Local agencies and resources available at member institutions would be utilized as often and as fully as possible for these studies.

Funds requested for preliminary studies.....\$10,000.00

NAEB Administrative Expense at 5%.....500.00
\$10,500.00

Total Research requests, this item.....\$63,000.00

III. SUMMARY OF REQUESTS (including NAEB Administrative Expense for each)

TELEVISION ENGINEER, TRAVEL, SECRETARY, SUPPLIES AND EXPENSES (P.2)	\$ 31,500.00
PLACEMENT SPECIALIST SERVICE (P.3)	7,350.00
TECHNICAL CONSULTANT SERVICES (P.4)	12,600.00
OTHER CONSULTANT SERVICES (P.6)	31,500.00
WORKSHOPS AND SEMINARS (P.7)	64,000.00
SCHOLARSHIPS, FELLOWSHIPS, AND INTERNSHIPS (P.10)	17,850.00
FOREIGN STUDY GRANTS (P.13)	103,425.00
RESEARCH PROJECTS (P.16)	63,000.00
TOTAL	\$331,225.00

IV. CONCLUSION

The NAEB visualizes itself as the association of institutions on which must fall the weight of planning and training for the future in the ever-widening area of educational wireless communications. The weight of this responsibility is too great for mere specialists in transmission or program techniques. It requires social scientists, students of world affairs, the good will and assistance of the greatest educational minds available in the shrinking world today. The officers of the NAEB realize that responsibility and hope that a recognition of it is noted in the requests presented above.

It will be noted that virtually all funds are, in essence, investments in the future in training for better staffs, in developing ever-higher and more significant goals and projects, in developing respect for educational broadcasting, in encouraging self-help and self-reliance, in establishing guideposts for planning and operation.

The present requests, though on an annual basis, represent needs which can not be satisfied in a single year. Precisely how long they should be continued can also

not be stated at this time. It is hoped that a renewable basis can be established, as these projects are launched, to insure continuity of the increasingly important activities involved.

Requests of a program nature are being included in a request to be forwarded in a few days to the Educational Television and Radio Center. A copy of these requests will be forwarded to the Fund for Adult Education. A copy of this present request also is going to the Educational Television and Radio Center, to insure maximum coordination of information and efforts.

On behalf of President Graydon Ausman,
at the Direction of the
NAEB Executive Committee

Harry J. Skornia

Harry J. Skornia
Executive Director
November 24, 1953
Urbana, Illinois

The Growing American Custom



*Telegraph your
Thanksgiving Greetings*

BEAUTIFUL BLANK • SPECIAL ENVELOPE

WESTERN UNION

(02)..

W. P. MARSHALL, PRESIDENT

1201

SYMBOLS	
DL=	Day Letter
NL=	Night Letter
LT=	Int'l Letter Telegram
VLT=	Int'l Victory Ltr.

The filing time shown in the date field on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

SA*70 NSB166

1953 NOV 25 AM 11 25

NS.TSA081PD=UNIVERSITY ALA 25 1030AMC=

FRANK SCHOOLEY=

STATION WILL UNIVERSITY OF ILL= URBANA ILL=

AM INVITED ATTEND DEDICATION KTHE-TV LOS ANGELES SUNDAY WILL

COST \$260.00 WIRE REACTION IMMEDIATELY=

GRAYDON AUSMUS=

671
BE
1953 NOV 25 AM 11 50
Lt
Nk

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

RECEIVED
RADIO STATION

DEC 7 8 45 AM 1953
Box 2002
University, Alabama

December 4, 1953

Mr. Waldo Abbot
Station WUOM
University of Michigan
Ann Arbor, Michigan

Dear Waldo:

The various communications from you and from John concerning the Network Acceptance Committee work point up the absolute necessity for clarification of the operation of this Committee in the very near future.

First, regarding the members of this Committee. Both you and John have indicated that Buck and Salley have not been too constructive. In reconstituting the Committee then I shall drop these two names and add one or two others, preferably one. Holt suggests Miles and Sulzer. I have other assignments for both of them and would rather not get them involved. If you have any additional suggestions of someone whom you know will work, fire them to me by return mail because I expect to get all committees established next week. Would it be simpler to restrict the Committee to only three?

As to the responsibilities of your Committee, let me add to define them as I see them in light of recommendations that have been made and in light of my own thinking in the matter:

1. This Committee should bear the full responsibility for screening all programs and program ideas which are submitted for the network. At no point should John Holt have to approve or reject a series of programs. He has his hands absolutely full handling and supervising the physical and technical problems involved in network distribution. All new programs submitted for network distribution should be sent to John Holt who will make copies for each member of the Network Acceptance Committee and fire them immediately to the Committee. It will then become the responsibility of each member of the Committee to send his vote, including a brief evaluation of the series to Waldo and return the tapes to John. Waldo should then summarize briefly the reactions of the Program Acceptance Committee and send a statement of acceptance or rejection to the organization submitting the program. It will then be John's responsibility, consulting with Skornia, to schedule the series for distribution.

It should never be necessary for the Program Acceptance Committee to listen to more than two or three programs in a series and on that simply make a decision concerning the entire series proposed. No additional tapes within this series should be sent to the Program Acceptance Committee.

2. In the case of special foreign broadcasts, Siegel should bear the full responsibility for determining what is and is not to be scheduled -- after the Network Acceptance Committee has agreed upon the total number of hours of programs from foreign country, including BBC material, which may be distributed during any one week or period on the network.

3. The Network Acceptance Committee must meet as soon as possible, preferably at headquarters with Skornia and Holt sitting in to decide:

- a. Exactly how many hours of materials should be distributed each week on the network, bearing in mind staff and equipment limitations?
- b. How many hours of talks, discussion, drama, and music each would constitute an ideal week on the network?
- c. How many hours of programs from member stations, outside organizations, and foreign countries should be used?
- d. Each Newsletter should carry a listing of programs submitted and the institutions submitting them along with a request that more institutions submit their best shows. Everything possible should be done to encourage the cooperative nature of our network.

5. The Network Acceptance Committee should keep a running inventory of all materials accepted for distribution and should schedule exactly what is to be distributed each quarter at least six weeks in advance of the beginning. This kind of planning job can be done efficiently by a Network Acceptance Committee, thus relieving John of this responsibility so he can devote his full energies to the duplication, distribution, and promotion function of the network.

The first objection that is likely to be raised to this plan is the work load that will be placed on the members of the Committee and I do not believe that this is a valid objection. In the first place, the total number of programs submitted is not likely to exceed six hours a week and any one of us who is genuinely interested in the success of the network can devote that much time for one year to serving the network. The second objection that may be raised is that there may be too great a time lag in getting reports back. My only comment to that is that if anyone named to the Committee is not willing to serve efficiently and conscientiously, we will have to get someone else. There may be other objections to this plan, but I can only comment that if the NAEB radio network is to be a success, we are going to have to have this kind of participation. A review of the past two or three years shows a great increase in demands on the organization without a comparable increase in funds to support it. The initial concept was, and must continue to be, that this is a mutual network operation. Until such time as our member stations are willing, or are in a position, to contribute \$1,000.00 to \$1,500.00 a year, we must continue to do much of the work necessary to guarantee success ourselves.

I am forwarding copies of this letter to all members of the Board and to Holt and Skornia and I should like immediate reactions to it.

It is obvious that the Network Acceptance Committee must meet as soon as possible. No funds are presently available for the meeting, but I hope they will be in the near future. Be thinking in terms of a meeting around the 20th of January, so we can get a number of the problems incidental to your work cleared up.

My very kindest and best regards to you always.

Sincerely,

Graydon Ausmus
President

Box 2002
University, Alabama

December 5, 1953

Mr. Allen Miller
Station KWSC
State College of Washington
Pullman, Washington

Confidential, Please.

Dear Allen:

I appreciate your letter of November 17 reacting to my letter of November 3 to Mr. G. H. Griffiths. I wish to assure you that I not only appreciate, I welcome and request reactions from all members of the Board to any of the communications or negotiations that are going on. That is why I sent a copy of this letter to all members of the Board.

The reason I wrote the letter is that two people reported to me that Mr. Griffiths went away with a number of negative reactions, but especially with a feeling that there was lack of harmony within the organization and lack of confidence in the Center and FAE. I was trying to correct both of those impressions in my letter, beginning with a recap of what Mr. Griffiths had seen and bringing him up to the end of the convention which he had not witnessed.

The meeting of the Advisory Committee with the President of the Center, November 12, was almost completely negative. Very few subjects of any importance whatever came up for discussion, little information was exchanged either way, and no agreements arrived at. This may be the first sign of a changed attitude of the FAE - Center crowd toward us and a direct reflection of the reaction Griffiths got at Norman. Apparently my letter did nothing to restore the balance.

I certainly agree with you that we must keep a positive approach. I also agree with you that the Norman meeting was very healthy for the total membership. Any negative reactions picked up by outsiders at the meeting are unfortunate by-products and we shall simply have to do what we can to correct them.

We will have further opportunity to gauge the effect of the Norman meeting and the impact of our discussion at the recent meeting of the Advisory Committee with the Center President when our current requests to FAE and our forthcoming requests to the Center for production funds come up for decision from those two groups.

The only point of conflict which arose at the meeting with Mr. Newburn was a discussion of the advisability of NAEB's doing any more productions, either radio or TV, such as the "Big Four". We proposed that, being an organization composed of producers and having attracted considerable attention to educational broadcasting through these productions, NAEB should continue, on a limited scale perhaps, this kind of production. We suggested that the "Big Four" were successful in part because they represented a sort of pooling of abilities on a production-supervision level. Further, they had a greater guarantee of success because the organization as a whole felt considerable pride in the production and, therefore, was more interested in seeing to it that the shows were successful than would have been true had the programs been done by some other agency or group or an individual staff.

On a policy level, it seems desirable to me that we have more than one agency producing educational programs in the U.S.A., both radio and TV. The principle involved further obviates the necessity that NAEB do some producing this year. If in the first year of the Center's operation it is responsible for all production and NAEB is responsible for none, a precedent is set which may be difficult to break should it appear desirable to do so in the future.

Apparently it is the plan of the Center to avoid a definitive agreement of any kind with NAEB and proceed to establish relationships by action. If this is true, NAEB must do likewise.

There are a number of questions which we need to answer during the current year. Perhaps we will have time at the meeting of the full Board in January to fight through them. I shall list some of them and would appreciate your giving some serious thought to them.

1. What should be the relationship of NAEB to the Center?
 - a. Are an Advisory Committee to the President of the Center and a station manager on the Center Board the only liaison desirable?
 - b. What should be the full scope of responsibility of the Liaison Committee?
2. Should the Center be the sole producing agency in both radio and TV or should NAEB continue to produce some programs for radio and launch a limited TV production program also?
3. Should NAEB be the distributing agency for all radio and TV programs or should these functions be turned over to the Center also?
4. Is it conceivable that the Center could become a collecting, enabling, producing, and supervising group and NAEB a network distribution group?

Another tough problem is the question of fund raising.

1. Is it desirable that the Center and NAEB coordinate fund raising activities?
2. Should NAEB seek funds from outside sources independently of the Center?

Frankly, I think it is time for NAEB to decide what it proposes to do. I'd like to have your most thoughtful reaction to the following possibilities:

1. Continued operation by NAEB of the radio network and continued improvement of it.
2. Establishment of our own TV network.
3. Seek funds freely for such projects as we feel need developing.

4. Make both networks more truly cooperative or mutual and push any grandiose plans for colossal productions forward about five years until we have learned to stand on our own feet.
5. Bend our efforts toward upgrading our stations, improving programs, and developing better relations between our stations and school and college administrators.

I have confidence in your opinions. Please react.

Sincerely,

Graydon Ausmus
President

GA/sbr

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

Box 2002
University, Alabama

December 7, 1953

Dr. Arthur S. Adams, President
American Council on Education
1785 Massachusetts Avenue
Washington 6, D. C.

Dear Dr. Adams:

I regret very much that neither Dr. Harry Skornia, Executive Director of NAEB, nor I will be able to attend the American Council on Education meeting on January 15 and 16. We have another meeting scheduled which we cannot miss.

This, obviously, will be an important meeting and I regret that we will not be represented. I trust, however, that you will provide us with any materials and recommendations which are an out-growth of the meeting and will call on us for any action needed from us.

My very kindest regards.

Sincerely,

Graydon Ausmus
President

GA/sbr

December 7, 1953

Mr. Graydon Ausmus
Station WUOA
University of Alabama
University, Alabama

Dear Graydon:

I reply to that part of your letter of December 2 to Skornia regarding travel advances, credit cards, etc.

I had earlier written you regarding the credit card. One thing I did fail to mention, I believe, is that the credit card may be used only for those trips which are paid out of the Kellogg Trust. That, obviously, limits some of your usage of same.

Now, on the travel advance. I have no objection, but I do think this should be authorized by Board, or at least Executive Committee. At no time since I have been treasurer has anyone, including Si, had any advance of this type. People like Si, and Paulu, and Ausmus, and Dunn all have had monies, but they have come from other sources; not from the treasurer. I mention this because I believe this is the wrong way to do things, & e., the time element. I don't have Paulu funds from 1952 convention (and there is a technical problem involved with bank only; he once sent check). I do not have Dunn convention report or cash. Si never had a travel advance from treasurer, but always seemed to have funds. I personally am opposed to a president's contingency fund. I am not opposed to a president's advance of a fixed sum for purposes of travel, providing this is authorized. In general, I'm opposed our officers having funds such as this, but I believe our dear Mr. President should not be called upon to put up his own funds or borrow same. It may end up the same way, but I trust you see my point, sir.

Nothing here is said with malice. It just seems to me that my suggestions are more business-like for our type of operations.

Any snow in Alabama?

Regards,

FES:dc
cc: Skornia

Frank E. Schooley
Treasurer

CONFIDENTIAL

PROJECTS AND DONORS SUMMARY
(Requests)

December 10, 1953

FROM-H. J. Skornia *H. J. Skornia*

MOR-Graydon Ausmus
John Dunn
Frank Schooley
Armand Hunter

Paul B. Rickard
Richard B. Hull
Marguerite Fleming
Allen Miller
Seymour Siegel
James MacAndrew
Earl Wynn

	<u>Kellogg</u> 7-1-53	<u>FAE</u> 8-28-53	<u>Standard</u> <u>Oil of N.J.</u> 9-30-53	<u>Center</u> 12-7-53
1. Tape Duplicator	X		X	
2. Tape	X		X	
3. In Service Training Program (Staff Exchange)	X			
4. Increased Duplication of Service Materials	X			
5. Consultation Services by Regions (travel expenses only)	X			
6. Committee Meetings (travel funds)	X			
7. Radio Program Service for Schools (Archive Service)	X			
8. (Staff)2/Associate Directors (1 radio; 1 TV; program emphasis)	X			
9. Travel for Associate Directors	X			
10. Staff Study of TV Ed. Network need	X			
11. Grants-in-aid, prestige in-school (2 series)	X			
12. TV Grants-in-aid (3 series)	X			
13. Washington-New York Office-\$19,600.00	X		X	
14. Exchange (Fulbright) support funds	X	X	X	
15. Printing	X		X	

CONFIDENTIALPROJECTS AND DONORS SUMMARY
(Requests)

	<u>Kellogg</u> 7-1-53	<u>FAE</u> 8-28-53	<u>Standard</u> <u>Oil of N. J.</u> 9-30-53	<u>Center</u> 12-7-53
16. Publication Coordination Study		X		
17. Development of Production Resources		X		
18. Travel and Contingency			X	
19. Secretarial Services (additional)	X		X	
20. Consultant Services:				
a) Engineering		X		
b) Public Relations and self-interpretation		X		
c) Management and organization		X		
d) Program and resource		X		
e) Production and Writing		X		
f) Audience and Community Research		X		
g) Legal		X (11-20)		
21. Fellowships, scholarships		X		
22. Workshops		X		
23. Monitor Studies		X		
24. Associate Director	X			
25. Placement Person and expenses		X		
26. Engineer		X		
27. Engineer's Secretary and expenses		X		
28. Gerontology Series				X
29. "Living Document" Series				X
30. BBC Series funds (\$41,000.00)			X	X
31. Industrialization series			X	X
32. Future Series planning funds				X
33. Medical Series (AMA)			X	X
34. Music Educators National Conference Series				X

December 10, 1953

CONFIDENTIAL

Page 3

PROJECTS AND DONORS SUMMARY
(Requests)

	<u>Kellogg</u> 7-1-53	<u>FAE</u> 8-28-53	<u>Standard Oil of N.J.</u> 9-30-53	<u>Center</u> 12-7-53
35. Foreign Study Grants				X
36. Research Projects				X

No requests for funds are out for:

- De Tocqueville Series
- Prix Italia funds
- Land Line or FM HI-FI Studies
- Grants-in-Aid for 1954-55

December 17, 1953

Mr. Graydon Ausmus
Box 2002
University of Alabama
University, Alabama

Dear Graydon:

Attached are copies of a couple of letters going out today. Also on their way to you, by special delivery, are additional Christmas cards in case you would care to send any out over your own signature.

As far as giving you an exact list of persons to whom cards bearing our joint signatures were sent is concerned, I shall try to duplicate this list as accurately as possible to send along with this letter. I did this by going through the thousands of addresses we have here and putting a paper clip on the cards involved in this series. As soon as the card was mailed, the paper clip was removed. The addresses we now have are those who received cards bearing John Holt's and Rosaline Blason's signatures (Network relations people at each of our member stations), those bearing a rubber stamp indicating that the card was from me (journalists abroad, people with whom we here do business on a day to day basis, etc. I signed none of these), blank ones from the organization only, and those from the two of us.

We are now making up a careful Christmas list, so that next year this type of improvisation will not be necessary. If you would like us to send you the packet of cards in this compilation, for comment, please let me know.

The attached list is, to my knowledge, approximately the list of the people to whom jointly signed cards went.

What with paying for the duplicator, and all the other over charges I've mentioned to you, our Headquarters' budget is down to almost zero. Have you any idea when funds will be available from Kellogg?

Sincerely,

Harry J. Skornia
Executive Director

HJS:ms
Enclosure

LIST OF RECIPIENTS OF JOINTLY SIGNED (AUSMUS-SKORNIA)
NAEE CHRISTMAS CARDS

(See Also NOTE At End)

Arthur Adams	Jerry Franken (<u>Billboard</u>)
John Adams, Hofstra	Gordon Fraser, UNESCO (Paris)
Jack Aistrop (BIS)	Edgar Fuller
Robert Anderson, SREB	Martha Gable
Stanley Andrews, AAACE	Walter Goldschmidt
Winifred Armstrong (Nat'l. Conference of Christians and Jews)	Jack Gould
Niel Arnold (Beacon Press)	Robert Greenebaum (Carnegie Endowment)
Australian Broadcasting Commission	G. H. Griffiths
Peter Aylen, UN	Gene Hallman, CBC
Erik Barnouw	Carl Haverlin, EMI
President H. L. Bevis	Frieda Henneck
BBC Publications, London	Phil Hickey
Robert Blakely	Fred Hovde
William Boutwell	Graham Hovey
Gertrude Broderick	Martha Howard, FAE
Phil Broughton, T. Mellon	John Howe, Encyclopedia Britannica
Frank Burke, <u>Radio Daily</u>	Rosel Hyde
Bushnell, Dir. - General of Pgms., CBC	Institute of Int'l. Education
Francis Byrnes	Lillian Kay (Brookings Institution)
Curtlandt Canby	The Kerfoots (maybe only my stamp. Not sure.)
Robert D. Calkins (Brookings Institution)	J. R. Kidd, Canadian Ass'n. for Adult Ed.
Thomas Carskadon, 20th Century Fund	R. S. Lambert, CBC
Saul Carson	Harold Lasswell
Cassirer, UNESCO	Vanett Lawler
Marquis Childs	Ted Leitzell (Zenith)
Ken Christiansen	Dorothy Lewis
Martin Codel	Ralph Lowell
Albert Crews	Gertrude McCance
Cohn and Marks	Harrison McGlung
Columbia Broadcasting System	J. M. McPherson
John Crosby	John Marshall, Rockefeller
Edgar Dale	Hugh Masters
Jim Day, KQED	Eugene H. Merrill (FCC)
Arthur Dean	Neil Morrison
Bill Dempsey	Dr. Emory Morris
Clifford Durr	Mr. Mouzon Law (AETA)
Ted Erickson (Voice of America)	Bob Mullen
European Broadcasting Union	Harry Newburn
Luther Evans, UNESCO	Morris Novik
Johnson Fairchild	Kenneth Overholtzer
Harold Fellows	John Osman
Scott Fletcher	

George Overton
Eunice Parker
James C. Petrillo
Rawdon Smith Associates
George Rosen (Variety)
George Sandefer (Director U.S. Chamber of Commerce)
Lawrence Sarbaugh (Head of AAACE-TV Committee)
Ronald Schilen (FAE)
Ann Spinney
George Sterling (FSG)
Theodore Streibert
Harold Swanson
Kelsey Sweatt
Basil Thornton
Keith Tyler (not sure if joint or not)
Robert Van Duyn
Cy Wagner, Billboard
Judith Waller
W. H. Ward
E. M. Webster
Edward Weeks (Atlantic Magazine)
Francis Young

NOTE: NONE sent to Standard Oil. Return address used: "NAEB National Headquarters, 14 Gregory Hall, Urbana, Illinois"

NATIONAL EDUCATION ASSOCIATION OF THE UNITED STATES
1201 SIXTEENTH STREET NORTHWEST, WASHINGTON 6, D. C.

December 18, 1953

Mr. Graydon Ausmus, President
National Association of Educational Broadcasters
Box 2002
University, Alabama

Dear Graydon:

I recall your eloquent remarks about the need for study and experiment in the use of educational television as a supplementary aid to classroom instruction. I was especially appreciative of your comments because the NEA is asking the Fund for the Advancement of Education to finance a three-year project in this very field. It is the one, of course, in which the National Education Association has a tremendous stake and for which our organization is uniquely qualified. Centered here are all of the types of administration in nearly every subject field of education and all of the service groups who might in any way have an interest in television for the classroom. We propose to represent these fields on a commission and to have a staff to work on it, if the money is granted by the Fund for the Advancement of Education. We have some reason to believe that the request will be granted.

In order to make it clear to the Fund that there was an urgent need for such a project, we asked a number of people to write to the Fund outlining the need of such a study from their own point of view. Among these were:

Mrs. Newton Leonard, President, National Congress of Parents and Teachers
James E. Allen, Jr., Deputy Commissioner of Education, State Department of Education, Albany, N. Y.
Mark C. Schinnerer, Board of Education, Superintendent of Schools, Cleveland, Ohio
F. E. Engleman, Commissioner of Education, Hartford, Conn.
Edward Tuttle, Executive Secretary, National School Boards Ass'n
Edgar Fuller, Executive Secretary, National Council of Chief State School Officers

Their letters are now on file with the Fund for the Advancement of Education. I am writing to ask if you will not, in the same eloquent fashion as you performed last Wednesday, write to Alvin C. Eurich, Vice President, The Fund for the Advancement of Education, 575 Madison Avenue, New York 22, New York, in behalf of such an appropriation. So that you may get a better picture of what we are asking for and what some of the others have done to encourage the Fund, I am sending you my original letter to the Fund together with one of the supporting letters sent.

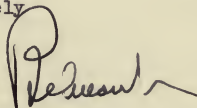
December 18, 1953

The application was made first to the Fund for the Advancement of Adult Education because of their wellknown interest in television. It was transferred by them to the Fund for the Advancement of Education because they did not feel that elementary and secondary education came within the compass of adult education.

Anything you can do to help spur this Fund into action will be deeply appreciated. It was a pleasure to have dinner with you the other night. I hope you enjoyed your show. The Rockettes performed beautifully, as usual, in a Christmas theme. Perhaps I shall see you at East Lansing next month.

With kindest regards,

Sincerely

A handwritten signature in dark ink, appearing to read "Belmont Farley", with a stylized flourish at the end.

Belmont Farley, Director
Press and Radio Relations

BF:hc

Monitoring Studies, 1951-52 (Los Angeles, Chicago, and New York)Receipts

Ford Foundation (FAE) Check #1376	\$ 25,000.00	
F.A.E. 3/31/51	<u>3,000.00</u>	
Total		\$ 28,000.00

Disbursements

Study costs 1/	18,481.57	
Consultant fees	4,350.00	
Publications	3,922.90	
Mailing	158.58	
Administrative (actual)	<u>1,086.95</u>	
Total		<u>\$ 28,000.00</u>
Balance, December 31, 1953		none

12/31/53

F. E. Schooley, Treasurer

1/ Excluding other disbursements, and including all three studies.

Monitoring Study, 1953ReceiptsF.A.E. \$ 12,500.00

Total \$ 12,500.00

Disbursements

Consultant fees \$ 1,000.00

New York monitoring expenses 6,829.17

Tabulating, writing, clerical
expenses 1,223.25Publication costs, including
printing 2,283.49

Administrative expense 625.00

Mailing expenses 130.00Total \$ 12,090.91

Balance on hand, Dec. 31, 1953 \$ 409.09

12/31/53

F. E. Schooley, Treasurer

Monitoring Study, 1954Receipts

F.A.E.

\$ 12,500.00

Total

\$ 12,500.00

DisbursementsH. H. Remmers,
contract payment\$ 1,000.00

Total

\$ 1,000.00

Balance on hand, Dec. 31, 1953

\$ 11,500.00

12/31/53

F. E. Schooley, Treasurer

Grants-in-Aid, 1952Receipts

F.A.E.	\$ 80,000.00
Refund - Indiana University	819.68
Refund - University of Miami	<u>5.50</u>

Total	\$ 80,825.18
-------	--------------

Disbursements

University of Oklahoma	\$ 8,900.00
University of Michigan	6,000.00
University of Alabama	5,000.00
University of Miami	8,500.00
Stanford University	8,900.00
Grinnell College	3,400.00
Indiana University	3,100.00
Wayne University	2,100.00
University of Chicago	6,500.00
University of North Carolina	5,000.00
Syracuse University	6,700.00
University of Minnesota	8,900.00
Boston University	5,800.00
NAEB - Administrative	<u>1,200.00</u>

Total	\$ 80,000.00
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Balance on hand, Dec. 31, 1953	\$ 825.18
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12/31/53

F. E. Schooley, Treasurer

Grants-in-Aid, 1953ReceiptsCenter \$ 80,000.00

Total \$ 80,000.00

Disbursements

University of Alabama \$ 1,530.00

University of Massachusetts 3,825.00

Stanford University 6,800.00

University of Chicago 4,250.00

State University of Iowa 4,250.00

NAEB administrative expense 4,000.00Total \$ 24,655.00

Balance on hand, Dec. 31, 1953 \$ 55,345.00

12/31/53

F. E. Schooley, Treasurer

Pacifica FoundationReceipts

Center (FAE)

\$ 30,000.00

Total

\$ 30,000.00

Disbursements

Pacifica Foundation 7/1/53

15,000.00

Pacifica Foundation 12/23/53

15,000.00

Total

\$ 30,000.00

Balance, Dec. 31, 1953

none

12/31/53

F. E. Schooley, Treasurer

Television Station Management Seminar. 1953

Receipts

Center	<u>\$ 5,000.00</u>	
Total		\$ 5,000.00

Disbursements

Consultant fees and expenses	\$ 1,850.00	
Lodging of fellows	510.00	
Institutional fee	500.00	
NAEB administrative expenses	500.00	
Other expenses	<u>563.77</u>	
Total		<u>\$ 3,923.77</u>
Balance on hand, Dec. 31, 1953		\$ 1,076.23

12/31/53

F. E. Schooley, Treasurer

Television Production Workshop, 1953Receipts

Center	<u>\$ 12,000.00</u>	
Total		\$ 12,000.00

Disbursements

Consultant fees and expenses	\$ 4,134.00	
Lodging for fellows	1,615.00	
Institutional fee	600.00	
NAEB administrative expense	600.00	
Other expenses	<u>585.52</u>	
Total		<u>\$ 7,534.52</u>
Balance on hand, Dec. 31, 1953		\$ 4,465.48

12/31/53

F. E. Schooley, Treasurer

Lincoln Lodge Television SeminarReceipts

F.A.E.	\$ 10,000.00	
McPeak - reimbursement	<u>22.00</u>	
Total		\$ 10,022.00

Disbursements

Consultant fees and expenses	\$ 789.65	
Fellow travel and lodging	3,246.04	
Publication expense	2,255.49	
Mailing expense	395.20	
Administrative expense (actual)	407.44	
Other expenses	<u>289.30</u>	
Total		\$ <u>7,383.12</u>
Balance on hand, Dec. 31, 1953		\$ 2,638.88

12/31/53

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Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



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